

iSpeak's Sales Model

Selling is not an art form; sales is the management of a process. At the core of the iSpeak Sales Model is the knowledge of the product or service. The next layer is the skills, best categorized as Communication, Organization and Motivation. These three categories of skills must be sharpened to the point that each becomes a core strength. Outside these skills is the sales process.

The five phases of the sales process include **Prospecting, Understanding, Presenting, Completing** and **Servicing**.



Needs and Decision Criteria

Why? Because They Have Needs

Once you understand why and how a person makes a purchasing decision, you can better understand how to position and sell. A customer's need can be defined as "the pain that the customer is trying to cure." The defined need must be fully understood before a salesperson can prescribe a solution.

How? By Ranking Their Decision Criteria

Once a customer's needs have been uncovered and fully defined, the successful salesperson will question to understand their decision criteria. Every customer will place a different value on the criteria and as a result, come to different conclusions for their vendor of choice. The following are examples of a customer's decision criteria.

Quality	Brand name, perceived quality based on higher price, place of purchase.
Price	Is it within your budget? Is the price fair?
Support	Does it have a warranty? Is support service local?
Features	Does it have the features you require?
Delivery	Does it have to be ordered and shipped?

Tough Questions & Objections

Objections should be interpreted as buying signals. Each question that is asked is a request for the salesperson to talk more about the topics that the customer is most interested in. There are many reasons why they may be asking their question or raising their objection. Once an objection is raised, the salesperson needs to qualify exactly why they are raising their concern. As a process for handling objections you should:

1. First, **acknowledge** the customer for raising the issue / question.
2. Next, **confirm** the objection. In some cases, what appears to be an objection is actually nothing more than a question of interest. Play the question back to them and ask any clarifying questions you need before you start talking.
3. Finally, **address** the objection by speaking confidently with your prepared response.

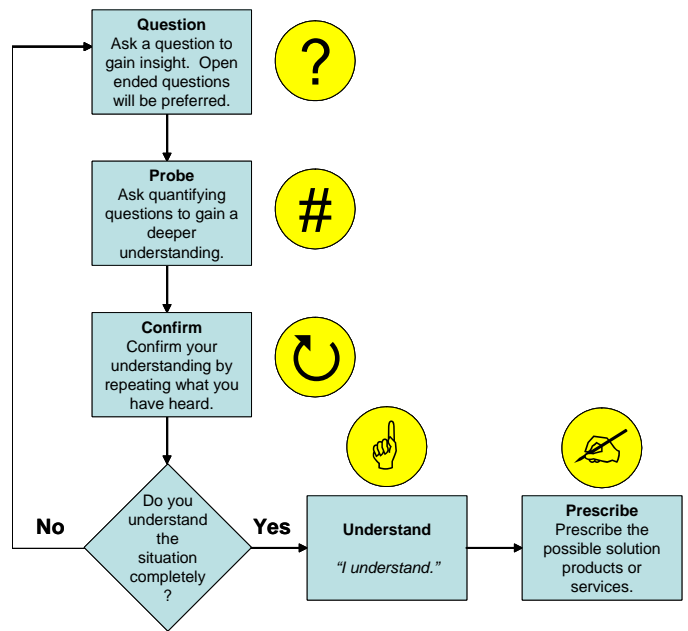
Listening & Questioning Process

There are three types of listening: Passive, Selective and Active listening. Active listening provides benefits like rapport, comprehension and understanding.

Questioning should be focused on understanding the needs of the customer. By asking **probing questions** to qualify the customer's needs, a sales professional can determine if they understand the situation completely.

After proper questioning, it is most appropriate to **confirm** with the customer that you have heard everything accurately. This can be done by first summarizing what you heard and then by asking a simple question like, "Do I have all of that correct?"

If you **understand** the situation completely, you are now ready to make a **prescription** before final diagnosis and prescribing their solution.



Probing Questions

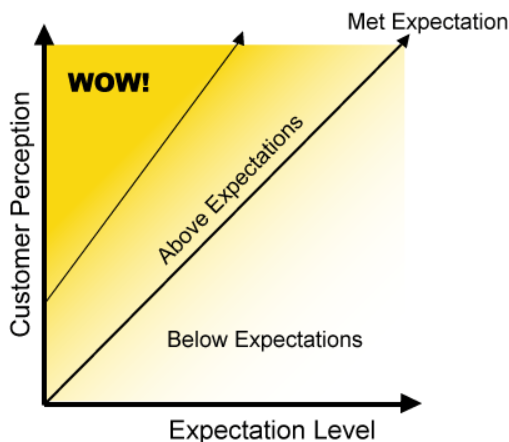
While each sales situation is unique and warrants different types of information, there are questions that can help you establish a "baseline" for your opportunities. Questions can be categorized as either **initial** questions or **probing** questions.

Initial: Who will make the final decision and pay for this? When will the decision be made?

Probing: What is it that you would change? Why is that? How are you going to accomplish that?

Levels of Customer Service

Studies have shown that it takes 12 good interactions to make up for just one bad experience. At this rate, salespeople will spend all of their time playing "catch up" and none of their time proactively growing their relationships with existing customers or pursuing new customers.



High levels of customer service will create **customer loyalty**. Loyal customers will become customers for life. They will also become walking billboards as they continue to "sell" for your organization. Customer loyalty is built by consistently meeting or exceeding expectations. High levels of predictable service will create "salespeople" for your business.

- **Meet expectation** and you will have a **satisfied** customer.
- **Exceed expectations** and you will have a **loyal** customer.
- **WOW!** a customer and they will become a **passionate advocate** (salesperson) for your company.