



The Selling Fundamentals Series: Starting Strong

W Sales and Business Marketing Program
WESTERN MICHIGAN UNIVERSITY

The Selling Fundamentals Series
Starting Strong

Module #4

The Sales Faculty
Western Michigan University

RULE #1: Don't Wing It!

Every customer interaction is precious, and to win more often, start from a stronger position. **AVOID>>>**

Stupid Questions
ANY question that resembles "What do you do here?" or other questions you could have obviously answered thru research

Stupid Approaches
Not having the resources you need pre-set before the meeting (materials, props) and not being ready for obvious elements (e.g. objections)

Good Preparation leads to...

INSIGHT
Information that suggests more targeted approaches

STARTING POINTS
Information that allows you to start ahead of point zero

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Rule #2: Prepare SMARTLY!

Prep Rule: 1 to 1 prep time to customer time

Saves Time
The unproductive time with the customer and the overall time spent getting to a solid yes or no is cut.

More Effective
You often don't get a second chance and a prepared salesperson has more effective customer interactions

PEOPLE
Education
Work History
Affiliations
Interests


CONNECTIONS – SOLUTIONS
QUESTIONS – PERSUASION

COMPANY
Biz Model
Nuts & Bolts
Self-Image
Culture

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Meeting Flow & Mechanics 


THREE PART FLOW


The Launch
Mechanics - CLAP - Set Foundation


The Core
Execute the intent and mechanics of this specific meeting e.g. understanding, connecting, etc.


The Close
Secure the Appropriate Next Step


THE START

Relax and SMILE 

Greet 

Ask to sit 

Ask to use desk 

Offer business card 

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Start Strong 

CLAP into ANY meeting....

CONNECT
Connect / build rapport with them based on a personal or business interest!
"I saw you opened a new facility ..."

LOGISTICS
Confirm TIME and PEOPLE.
"Do we still have 30 minutes today?"
"Will anyone else be joining us?"

AGENDA
Offer an big picture and meeting agenda and confirm that it works for them.
"Big picture I am aiming to do.... And for today's meeting"

PERMISSION
Use a permission question to transition to the core business of the meeting
"Is it all right if we switch over to discussing your needs..."

CLAP is a formula that works!

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First Meeting Mechanics 

Setting the FOUNDATIONS

 "Can I take 90 seconds to introduce you to the big picture of who we are and take another 90 seconds and confirm what I know about your company?" 

COMPANY INTRODUCTION
2-3 Credibility Elements
2-4 categories of the value your company delivers
2-3 Competitive Advantages

CUSTOMER CONFIRM
2-3 Customer 101 Facts
2-4 categories of the value this company delivers
2-3 Competitive Advantages

Establishing this 2-part foundation is productive and helps credibility

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