

# Sales Tips

## **Set the Scene / Establish Rapport / Align Own Position**

- Understand background, build rapport – open questions – establishing facts e.g. how many ..., what do you ..., what's it like ..., align own position / story

## **Establish Issues / Problems**

- Establish difficulties / problems – open questions to establish issues & implications e.g. what's holding you back from ..., what challenges do you have with ..., what effect does this have on ...

## **Establish Need / Importance / Urgency**

- Establish need & importance e.g. how useful would it be to ..., how important to you is ... what would that allow you to do to ..., what would it mean to you ...

## **Create Vision of Resolution (FAB)**

- Create a vision of how the product / service can address issues & implications identified, in particular explain how features, advantages & benefits meet the needs identified e.g. you said it is important to ..., our ... will certainly provide this by ..., we can transform the way you ...

## **Ask for Decision / Action**

- Agree next steps / action i.e. take payment, book session e.g. would you like to..., how would you like to pay ....

## **Handle Objections (if any!)**

- Acknowledge objection and demonstrate capability / value (repeat steps 2 to 4) e.g. if you go ahead this will mean ....; Then ask for a decision again

## **Follow-up**

- Confirm what have purchased, benefits and timetable / next steps