
OUTSELLING YOUR COMPETITION

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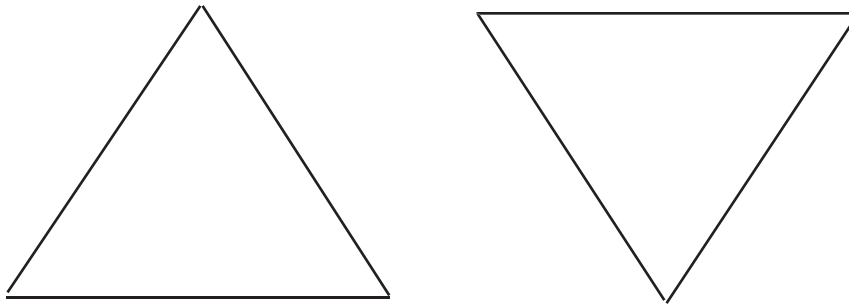
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PART ONE
SEVEN CHARACTERISTICS OF TOP SALESPEOPLE

1. _____ : they see themselves as capable of _____ .
 - Top _____ % of salespeople make _____ % of the sales.
2. _____ : they work to confront the _____ that hold most salespeople back.
3. _____ : they _____ in their companies, their products/services, and their customers.
 - _____ is the critical element in successful selling.
4. _____ : they see themselves as _____ not salespeople.
5. _____ : they review every _____ before each sales call.
6. Continuous _____ : they _____ , listen to _____ and take additional _____ .
7. _____ : they see themselves as the _____ of their own professional sales _____ .

PART TWO
RELATIONSHIP SELLING

1. Relationships often _____ after the sale.
2. The decision to buy means entering a _____ relationship.
3. The customer wants a _____ first.
4. Because of product/service complexity, the relationship is more _____ than the product/service.
5. Antidote: New Model of Selling:



6. Rule: _____ builds trust and credibility.
7. Listening skills — _____ to sales success.
 - a) Listen _____ ; no interruptions.

PART THREE
HANDLING OBJECTIONS

1. There are no _____ without objections; objections indicate _____.
2. Successful sales have _____ as many objections.
3. Law of _____ ; number of objections is limited.
4. Preemptive strike; answer the objection _____ the customer brings it up.
5. Treat objections as _____ for more information.
6. _____ the objection; encourage more.
7. Hear it out _____ ; be patient.
8. " _____ have a good reason for saying that.
Do you mind if I ask what it is?"
9. "I understand exactly how you _____."
"Others _____ the same way."
"But this is what they _____."

10. Responding to price objections:

- a) "Why do you _____ that?"
- b) "Why do you _____ that way?"
- c) "Is _____ your only concern?"
- d) "How far _____ are we?"

11. "Mr. Prospect, I know _____ is important to you. May I come back to that in just a moment?"

12. How much is it? "That's the _____! If it's not _____ for you, there's _____."

13. _____ the objection; provide _____, ask for confirmation, proceed with presentation.

NOTES

PART FOUR
CLOSING THE SALE

1. Product/services are _____ , not _____ .

2. Top salespeople _____ their _____
in advance.

3. Preparing to ask for the order:
 - a) Does this make _____ to you so far?

 - b) Do you have any _____ or _____
that I haven't covered so far?

4. Invitational Close: _____

5. Alternative Close: _____

6. Secondary Close: _____

7. Directive Close: _____

8. Sharp Angle Close: _____

9. Authorization Close: _____

10. I Want To Think It Over Close:

That's a good _____;

This is an important _____;

Obviously you have a good _____ for wanting to think it over;

Do you mind if I ask what it is?;

Is it the _____?

11. The most important word in successful selling is the word,

" _____ ."

NOTES
