

SELLING SKILLS –A MUST FOR THE SALES FORCE

THE SPANCO MODEL

SPANCO –SELLING PROCESS



SUSPECTING



PROSPECTING



APPROACH



NEGOTIATION



CLOSURE



ORDER



SUSPECTING

Who is my Client?

- What is the Demographic that will buy my product?
- Asking ourselves these questions will help us identify who our customer is and what that demographic of customer is looking for.
- Identifying the demographic I wish to sell my product to, will save time in my identification process.



PROSPECTING

Is this client Serious?

Will the client show willingness and ability to purchase my product?

- Determining the seriousness of the client will ensure we are not wasting time with a client who does not need our product.
- Checking for Willingness and Ability can help us focus our efforts in the right direction.



APPROACH

How do you introduce yourself?

How do you introduce your employer?

How do you explain the role you play for your company?

- Whenever we approach a client we need to begin by giving them context of who we are, where we are calling from and the reason for our call.
- We can choose to voluntarily give our as much information as we like; We however deliberately hold back some information so that the client's curiosity will lead to a face to face meeting.



NEGOTIATION

What do we wish to get out of this negotiation?

How do we place our points before the customer?

- Be prepared in your mind as to what your goal is, before the negotiation begins. If you are not clear on your goal, you may tread off the path towards closure
- Be prepared to make concessions but set an expectation that the customer will have to meet you half way in these talks
- Always be polite but firm, respectful but speak with authority.

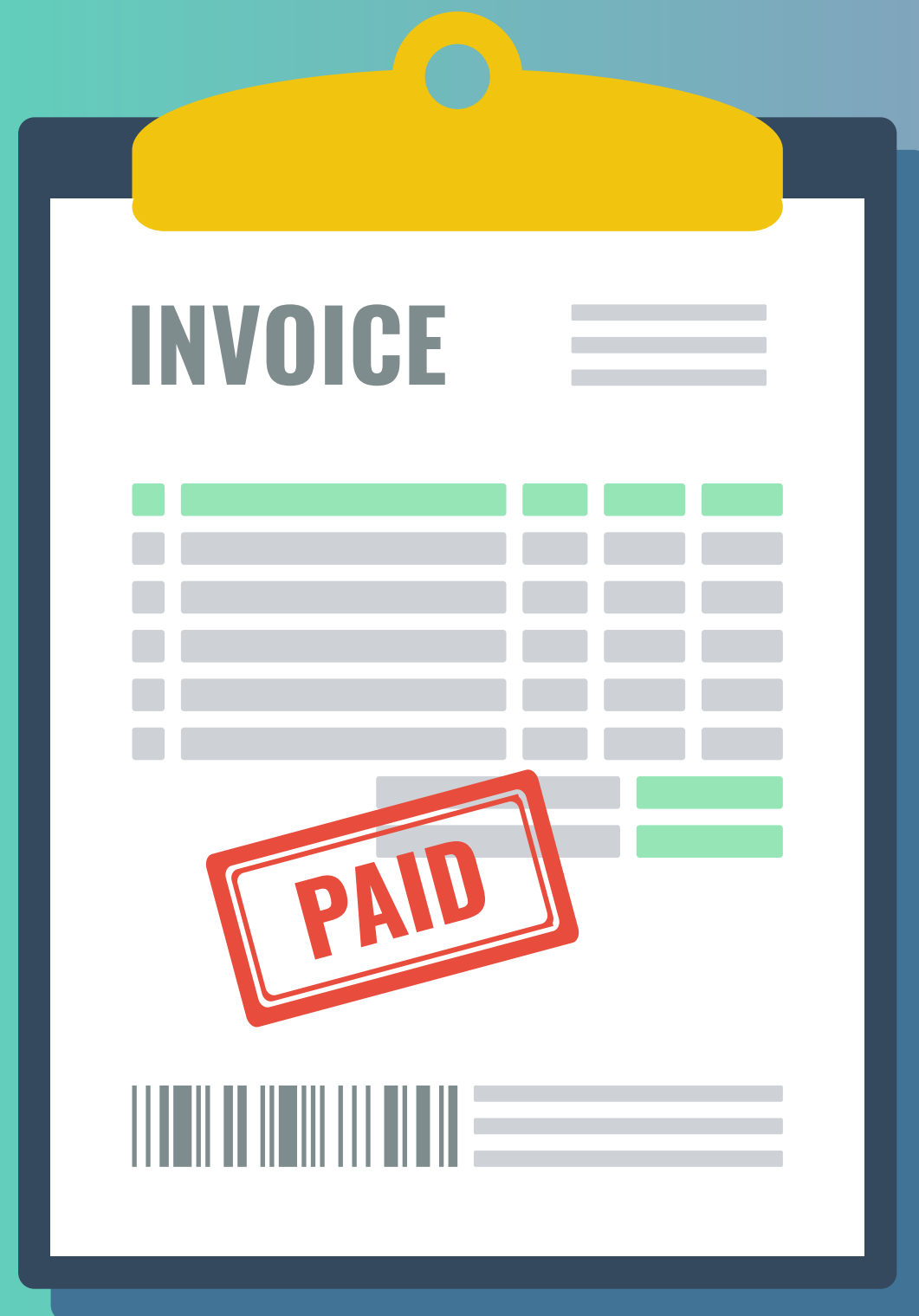


CLOSURE

How do you close a sale?

What do you need to recap with the customer to confirm closure?

- The closing of a sale begins with stating that there is a win-win scenario.
- Always ensure you recap
- What you will do for the customer
- What the customer has to do as part of the follow-up
- Timelines
- Cost
- Contact information



ORDER

When will you raise the order

How do you follow up on the order raised?

- The order must be raised as soon as all required information and documents are handy
- Follow up must include contact with all parties. Any of the following ways of communication are useable and listed in order of acceptability
 - Email
 - Phone
 - Letter
 - Instant Messaging
 - Text Messaging

eLuminate

■ square
yards

THANK YOU