

Carl Davidson is president of Sales And Management Solutions, Inc., a New York-based company that specializes in live and video training, coaching, recruiting and lead generation for the water equipment industry. To see a list of products and free sales training videos, visit www.carldavidson.com or call 716.580.3384.

Carl Davidson



Powerful Formula to Increase Sales

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If you want to increase your sales and close more, there is a four-step system we developed from coaching water equipment sales staff around the country. If you try it, it will increase your sales dramatically. When you go for the close, you have only seconds to react. The most “wired-in” reaction is to end the sale. This reaction is bred into us. In order to close more, it helps if you have an alternative plan that you practice until it becomes hard-wired. This way you automatically close instead of automatically leave.

Step 1 – Decide You Will Leave Every Home With an Order

The first step in closing more sales is to decide you will leave every house with an order. This sounds odd but many of us go into homes sure that they aren't buying. This one is too old. That one looks too poor.

Then, the customer adds to our doubts by telling us things like, “We aren't buying,” “I just want a price,” “We're just shopping,” and other comments designed to make us believe no sale will be made.

Now, I realize that no one can actually write an order in every home but deciding we are there to write orders and not chat is an important step. We are not there to educate, to test or to entertain. We are there to write an order.

OK, you have finished your demo. Hopefully you end with a strong finish like the taste test where they tell you their water is totally repulsive. Now, you're almost there. Don't ask them to buy, don't “shoot them a price” and don't staple your card to a brochure. Start to write the order. If they say, “No,” it's time for Step 2.

Step 2 – Summarize Two Benefits

When a customer says “No” before you leave, summarize two benefits that they told you they liked during your demonstration. For example, “But Bob, you did like how the water tasted, didn't you? And Susan, you did like how your hands felt with conditioned water, didn't you?”

Step 3 – Tie in to Their Objections

The next step is to tie in to their objections. For example, let's say the customer has said they hate to finance and they will pay cash in two months. You might do a tie-in like, “I understand and normally that would be the right decision, but you did tell me you are wasting \$100 per month in cleaning products, didn't you? You don't want to waste that money for another two months.”

Step 4 – Tell Them (Don't Ask Them) You Will Write an Order

In this final step, you must be optimistic and excited and make sure you tell them and not ask them. If you hear yourself asking a question, that is bad because they will say “No.”

You close the sale with something like, “I have great news. All of the equipment you need to have all the benefits we discussed tonight is only \$80 per month. You told me you waste \$100 per month, so with our equipment, you will have all the benefits of great water *and* save \$20 per month. Now is the time to act. You don't want to waste \$200 by waiting two months—it just doesn't make sense. I'll get the paperwork started.” Then you put your head down and start writing the order.

Some people will feel this is not their style. My answer is, “How is your style working?” If you are selling as much as you want, then you should stick with your style. If you need to sell more, following these steps will greatly increase your rate of closing. Give it a try on appointments you were going to leave without an order. The results will surprise you.

Does this system work every time? Absolutely not. No one can sell them all, but expecting to write an offer in every home focuses us on the goal and prevents stapling your card to a brochure and leaving with a handshake instead of an order. *wqp*

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