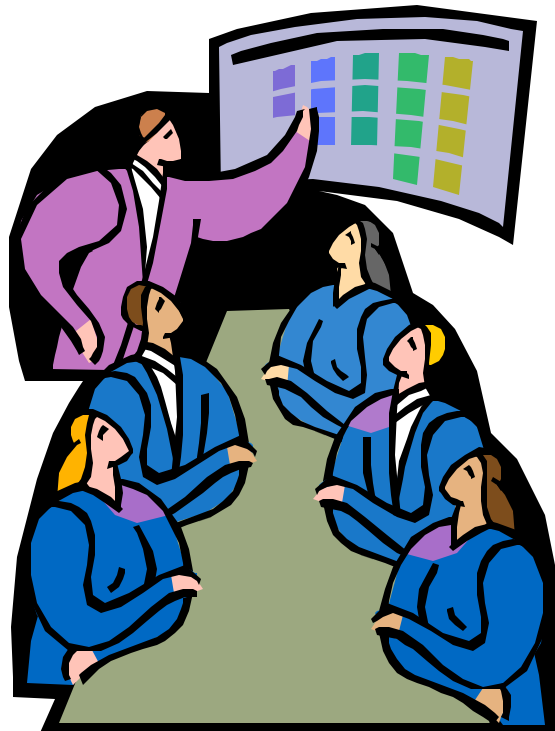




RentGlobe.com

Training Session II



Sales Process



RentGlobe.com Sales Training Session 2 of 4 Notes:

Selling Process

- Greeting the customer.
- Finding out the needs of the customer.
- Explaining the features of the services.
- Answering the customer's questions and overcoming objections.
- Closing the sale.
- Dealing with after-sales service.

The Field Representative must have Product Knowledge

To get you familiar with customer contact skills and being able to meet the needs and demands of customers, put yourself in the position of a customer and consider the following:

You are about to spend money for a web presence. What questions would you want to ask the Field Representative before you decide to purchase the service?

- What return can I expect on my investment?
- How will people learn about me?
- What would it look like?
- Can I make changes to my site?
- Can I have my own Website?
- How many people are currently viewing this website?
- Will I get a return if no one calls me?
- Can you help me to setup a business?
- What is a coupon and how does it differ from current source of advertising?
- How the product can be bought (payment)?
- What after-sales service is provided?
- What guarantees (if any) are given?

Before a customer buys they may want to their questions about the product satisfied:

1. *Is it worth the money?*
2. *Can I cancel if necessary?*
3. *Does it suit me?*
4. *Can I afford it?*



Asking Questions

Whether you are speaking yourself or listening to others, asking questions forms an important part of the communication process. By asking relevant questions you can extract a good deal of information.

Open-ended and Closed Questions

Questions can be either open or closed. Open questions such as "Why do you think they acted that way?" call for a general answer. Closed questions such as "Is there a lift in the building?" can usually be only answered with "yes" or "no". Both have uses according to the information you require.

If you have to ask an awkward question, be careful how you phrase it. The required answer should be obtained with the minimum embarrassment to either you or the other party.

TIPS ON HOW TO ASK QUESTIONS

Here are some general points to help you get the most out of asking questions:

- Wait for the right time to ask your question.
- Ask one question at a time. Asking lots of questions will cause confusion and not produce good answers.
- Put your question in a way that will be easily understood.
- Wait for an answer to your question without butting in.
- Listen carefully to the answer that you are given, so that you really understand it.
- If the answer does not satisfy you, ask another question. Above all, remember that questions should be asked for specific reasons, not just a way of interrupting someone else.

Asking Questions

How to Word Questions

We ask questions to get information. When you ask a question you should think carefully about how you phrase it.

1) Open Questions

Use open questions if you want to find out as much as possible. Asking open questions can encourage people to talk to you. Open questions could begin with:

WHAT? WHEN? WHERE? WHO? WHY? WHICH? HOW?

If you ask open questions you are more likely to get a detailed answer.



However, be careful how you use questions starting with 'Why' as they can often sound aggressive. For example -

'Why did you not attend the meeting?'

could be rephrased -

'Was there a reason you were not at the meeting yesterday?'

2) Closed Questions

Closed questions are questions that you can give a YES/NO answers to. They are called closed questions because the person you are talking to does not have to "open up" and answer the question in detail. Closed questions can be useful if you only want a YES/NO answer and you do not want to encourage the person to talk.

3) Leading Questions

The questions you have asked indicate the response you would like to hear. This can influence how the person answers you.

4) Multiple Questions

This is when you ask a lot of questions one after the other, i.e., giving too many options to choose from. The person you are talking to may not be able to remember all the questions you have asked, or they may be able to answer them all.

5) Trick Questions

"That was easy, wasn't it?" You are putting the person under pressure to agree with you or they think they will look stupid. You are tricking them into saying what you want to hear.

What makes a business successful?

Ask yourself what makes a business successful. You might answer:

"Success is making a profit"

"Success is making your customers happy."

There is no single answer, but most people will tell you that a successful business looks after its customers and provides "customer service".

What is customer service?

Customer service means looking after customers in a variety of ways:

Giving information and advice about the product you provide.



- Setting out the product in an attractive way (merchandising)
- Enabling the customer to buy the product or service in a pleasant and safe environment and providing a delivery service if it is needed
- Offering convenient ways of paying, e.g. credit cards
- Providing a back-up service after the product has been sold.

The Customer is Always Right

When organizations have to compete with each other for trade, it is very important that they treat their customers well. If customers feel satisfied with the service they are given, or the goods they have bought, they will probably be impressed by the company, use it again and tell their friends about the company.

Research shows that when customers have a bad experience they tell 12 people, when they have a good experience they tell 3 people. Therefore it is very important to look after customers with complaints. Their problems must be solved to everyone's satisfaction.

Customer Service

When a company decides that meeting its customers' needs are essential to the success of its business, it will try to ensure that:

- It creates a good impression.
- Every type of contact with the customer is satisfactory.

When someone goes to buy something, or is about to make use of a service, they have certain hopes about those goods or services. These hopes are called **customer expectations**. Customer expectations are not only to do with the actual goods or services, they are also to do with the quality of care and attention an organization provides.

Usually, if customers' experiences with an organization are satisfactory, most of their expectations are taken for granted. They are also more likely to use the organization again, and/or recommend it to other people.

Always keep in mind the following four aspects of the sell: **Price, Purpose, Unique Selling point and how to use.**



Closing the Sale

What is 'closing a sale'?

It is recognizing when a customer is ready to buy or on the verge of deciding to buy a product or service. The Field Representative can then use 'closed questions' to 'close the sale'.

Monitor the customer reaction and voice tones and if favorable then it is time to close the sale. The Field Representative must sense that the customer wants to make a "yes" decision, or is on the verge of that decision. The Field Representative will make comments that assume that the customer has made a "yes" decision. The customer will then probably have no alternative but to buy! The Field Representative will say, for example:

"So what type of Ad or listing would you like?"

"Are you paying cash, check or credit card?"

The sale is then made.

The screenshot shows a Microsoft Excel spreadsheet with the following data:

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1														
2														
3														
4														
5														
6														
7														
8														
9	RentGlobe.com Customer Tracking Report													
10	Names	Date	Address	Interested	Follow-up	Sold	Banner	Coupon	Website	Listing	House	Apartment		
11														
12														
13	Bob													
14	Betty													
15	Joan													
16	Jose													
17	Pope													
18	John													
19	David													



January 6, 2006
ABC Company
111 Sameasyou Street
Marina, Puerto Vallarta, 48335

Dear Steve:
Subject: Professional Letter Template

To delete the company “letterhead” elements, in print layout view, click on each section to reveal the bounding frame. Click on the bounding frame border, and press Delete.

How to Customize This Letterhead for Your Own Use

To customize this template, edit the contents and then save your changes as a template.

- Insert your company name and address by selecting the text and typing over it.
- To save changes to this template for future use, on the File menu, click **Save As**. In the **Save As Type** box, choose **Document Template** (the filename extensions should change from *.doc* to *.dot*) and save the template.

To create a document from your newly saved template, on the File menu, click New. In the New Document task pane, under Templates, click On my computer. In the Templates dialog, your updated template will appear on the General tab. Double-click to create a document using that template. Your company information should now appear in the new document.

To change the “logo icon” in the top-left margin: double-click the existing icon to bring up the Symbols dialog. Select a new icon and click Insert.

To delete the page number, choose Header and Footer from the View menu. Highlight the page number paragraph, and press Delete. Click the Close button to exit the header.

Sincerely,
John Smith
RentGlobe.com