

#SALESKIPATHSHALA

# COUN- SELL WELL

A workshop for Counsellors

---

May 10th, 2019 2 - 6 pm



#SALES KI PATHSHALA

# GET SET GO!

Prepared by SANJAY SINGH

## The 4S Rule



**1** सुनो

Listen to your customers well.

**3** समझाओ

Reiterate your understanding to the customer to reconfirm.

**2** समझो

Understand the agenda of the discussion by removing facts from emotions.

**4** समाधान

Proceed with the solution.



## Ask Questions ?



**Knowledge** is having the right answer.  
**Intelligence** is asking the right question.

---

---

## Be ready with your set of need analysis questions



### PRODUCT

What are the other competitors in the consideration set of customer?

How does he find them vis a vis my product?

### PRICE

What is the guesstimate of the following two prices in the customers mind?

- a) MOP
- b) Street Price

### TRUST

What are the trust related expectations of the customer?

- a) Quality
- b) Compliance to promises
- c) Facilities
- d) Results

### DISCOUNT

What are the expectations in the mind of the customer?

---

---

## WHAT IS YOUR USP?

UNIQUE SELLING PROPOSITION

### QUALITY

What is special in the quality of education that you offer?

### PEDAGOGY

What is special in the methodology of teaching ?

### REMEDIAL PROGRAMS

What do you do with students who are unable to catch up with the class due to poor grasping or comprehension?



WHAT DO YOU HAVE TO FLAUNT?

WHAT ARE YOU PROUD OF ?



## WE STAND FOR

# Value system

WHAT IS IT?



Integrity



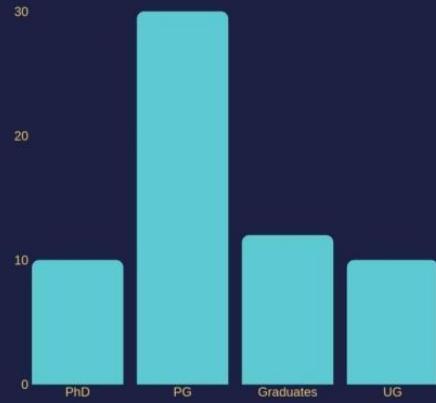
Honesty



Service-oriented

## ACADEMIC STAFF BY PROFESSIONAL EXPERTISE

Keep a presentation  
ready which is self  
explanatory for the  
parents.







#SALES KI PATHSHALA

# LEAD GENERATION

Prepared by SANJAY SINGH

## Where to get leads from?

1

### TG OF CUSTOMERS

Define your TG.  
Collate database of your TG in soft form.  
Prepare a campaign to outreach and raise leads.

3

### APPLICATORS

Prepare a list of profiles which are available at the point of demand fulfillment. E.g. School uniform vendor, school bag shop

2

### INFLUENCERS

Prepare a list of profiles which influences the buying behaviour of your product.  
e.g. School Teacher strongly influences the choice of tuition teacher for a student

4

### REFERRALS

Leads taken from old customers who have already availed our services in the past and are happy with the same.

## Telecalling Script

### 1. CONVEY GREETINGS

Greeting  
My Name  
Is this the right  
time?

### 2. ESTABLISH CONCEPT

What is the concept  
that your organisation?  
fulfils

### 3. CONVEY SOLUTION

How do you wish to  
convey solution that  
your product offers  
to its users?

### 4. INSTALL PRODUCT

Product is the 4th  
thing to be discussed in  
its order of priority.  
Normally by this time,  
the customer is already  
interested in the  
product.

## 1-2-1 & 1-2-MANY MEETINGS

ALWAYS ESTABLISH CONCEPT BEHIND  
YOUR PRODUCT FIRST

What is the concept that your product represents?

ONCE CONCEPT IS ESTABLISHED INVITE  
PROSPECT

The proof of concept always precedes purchase decision of buyer.

FEED EXCITEMENT TO PROSPECTS. THEY  
WILL CLOSE THEIR ORDER THEMSELVES.

What material you have with you to feed excitement to your prospects?

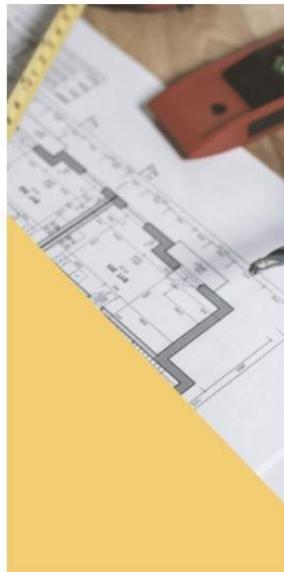


## SMS, WHATS APP, SOCIAL MEDIA, DM

WHAT SHOULD BE THERE IN SUCH COMMUNICATIONS?

---

THE CONCEPT	THE PROOF OF CONCEPT	CALL TO ACTION
Concept is never the product. It is normally the solution that your product provides.	Testimonials Awards Rewards Certifications Sample results Demo classes	What action do you expect your prospect to take after reading your communication?



## LEAD REGISTER

CENTRALLY KEPT, HARD COPY,  
UPDATED EVERYDAY

DAILY CLOSING ON LEAD REGISTER  
MAKE USE OF LEAD CODES  
THIS REGISTER IS TOP SECRET  
MUST BE USED IN EVERYDAY REVIEW

Lead Codes: 0 = No Contact, 1 = Prospect not convinced about product  
2 = Prospect finds price high 3 = Prospect unable to trust us  
4 = Prospect unhappy with discount / deal

---

#SALES KI PATHSHALA

# OBJECTION HANDLING & NEED ANALYSIS

Prepared by SANJAY SINGH

## The 4 Objections

1

मुझे यह नहीं चाहिए  
Do not try to convince the prospect at this stage. Try to find out what their "From" position.

3

आपके बातों का भरोसा कैसे करूँ?  
Do not try to convince the customer that they should trust you. Ask them "What can you do to earn their trust?"

2

प्राइस बहुत ज़्यादा है  
Do not try to convince that the price is good. Try to find out the "From" position of the prospect.

4

मुझे और डिस्काउंट चाहिए  
First try to become the prospects top choice. Unless the prospect commits that you are their top choice, do not entertain any discussion on price and negotiation.

## मुझे यह नहीं चाहिए

### WHAT DO THEY USE RIGHT NOW?

Find out?

### WHAT IS THEIR EXPERIENCE WITH WHAT THEY USE RIGHT NOW?

Note down all the good and bad experiences that they communicate in this discussion.

### WHICH PART OF THEIR EXPERIENCE WILL THEY LIKE TO IMPROVE?

What all do they dislike in their current experience? All this should be there in your product.

## प्राइस बहुत ज़्यादा है

### DO NOT TELL YOUR PRICE AT THIS STAGE.

Give them a range of price because demand of the customer isn't fixed yet.

### GIVE A PRICE RANGE

Ask prospect to arrive at a fixed product before you can give a fixed price.

### FIND AT WHAT POINT OF RANGE ARE THEY COMFORTABLE

This will help you choose the product variation which you can offer to your prospect.

## आपके बातों का भरोसा कैसे करूँ?

### ACKNOWLEDGE

Tell the customer that they should not blindly trust you.

### ASK EXPECTATIONS FROM A TRUSTWORTHY VENDOR

### SEE IF YOU CAN FULFILL THEIR TRUST EXPECTATION MATRIX

## मुझे और डिस्काउंट चाहिए

### BECOME TOP CHOICE OF CUSTOMER FIRST

Repeat this statement to the prospect every time he/she raises the final price question.

### ONCE YOU ARE TOP CHOICE, GO FOR CLOSING.

Offer your cake with icing and never the raw cake alone.

### CLOSE WITH GIVE AND TAKE KIT

## **THE GIVE AND TAKE KIT**

**SELLING AID FOR SMART  
NEGOTIATORS**

What you can take in  
lieu of what you can  
give?

---



#SALESKI PATHSHALA

## **THE ATTITUDE TO CLOSE**

Prepared by SANJAY SINGH

---

---

## The Sales Closing Kit

### GIVE AND TAKE

What I can give?  
What will I take?

This matrix has to be prepared and kept handy at the time of closings.

Example:  
Customer : I want 20% discount?  
Counsellor: I want 5 admissions with 100% advance payment

### TESTIMONIAL

Letters on letter heads from past customers who have communicated about their happiness about your services in writing.

### PROOF OF CONCEPT

Anything that proves all your claims about pedagogy, results, success story, case studies etc.

### DEALS & OFFERS

All such deals and offers should be documented so that they sound genuine to customer and there is no communication gap in explaining them to the prospects.

## What is the right time to ask for order?

Do Part Closing

3 - 4 Part closing will lead to final closing

#SALES KI PATHSHALA

# FOLLOW UP FOR FINAL CLOSURE

Prepared by SANJAY SINGH

## THREE BASKETS HOT / WARM / COLD LEADS

### HOT LEADS (SQL)

Leads which have the following  
- Willingness to buy  
- Capability to buy  
- Urgency to buy

Such leads are also known as SQL or  
Sales Qualified Leads.

SQL has the potential to close in  
current month.

### WARM LEADS (SQL 1)

Leads which have the following  
- Willingness to buy  
- Capability to buy

Such leads are also known as SQL 1 or  
Sales Qualified Leads Level 1

SQL Level 1 has the potential to close in  
next month.

### COLD LEADS (MQL)

Leads which have the following  
- Willingness to buy

Such leads are also known as MQL or  
Marketing Qualified Leads

MQL has the potential to close in more  
than 2 months

## HOW TO CLOSE HOT LEADS?

### HIGHLIGHT FINANCIAL LOSS

Hot leads have to be shown the financial loss of not going for the final close.

How do you calculate financial loss of not buying your product right now?

## HOW TO CONVERT WARM LEADS INTO HOT LEADS?

### CREATE URGENCY

- Time bound offers
- Testimonials from old customers
- Your product vs competition analysis

### PROVIDE SOLUTION EXPERIENCE CURVE

Borderline cases which are in "May be" "May be not" scenarios need to undergo a live experience of your product. e.g. Demo classes, Mentor - Mentee programs

### TASTE OF PUDDING LIES IN ITS EATING

- Test series
- Mock Tests
- Entrance test
- Quiz series
- Do it Yourself tool kits

# WHAT DO WE DO WITH COLD LEADS?

## ENGAGE COLD LEADS TO REMAIN IN CONSIDERATION SET OF PROSPECT

- Create WhatsApp group and feed them with relevant content
- Newsletter
- Blogs
- Invite for problem solving classes
- A day out with regular students of the institution
- Facebook page group and engage with content
- Feedback forms / Survey forms

# FOLLOW UP TYPES

## 3 BOX APPROACH

### NOT HAPPY WITH PRODUCT

Who are the competitors which are being considered?  
What is the SWOT analysis of all competitors vis a vis our own product?  
Why our product is better than all competition?

### NOT HAPPY WITH PRICE

Create least count denominator of products?  
Pitch lower value product options.  
Work toward closing.

### NOT HAPPY WITH CREDIBILITY

Share credibility related documents with client.  
Offer VAS  
- Problem solving classes  
- Remedial programs  
- Share faculty credentials



## PERSISTENCE IN FOLLOW UP

## EVOLVE AS A RELEVANT OPTION TO THE CUSTOMER.

## CONTACT US TODAY!

## HOW TO GET IN TOUCH

TELEPHONE  
9970506000

EMAIL  
[sanjay@consult4sales.com](mailto:sanjay@consult4sales.com)

MAIN OFFICE