



#SALESKIPATHSHALA

COUN- SELL WELL

A workshop for Counsellors

May 10th, 2019 2 - 6 pm

#SALESKIPATHSHALA

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.

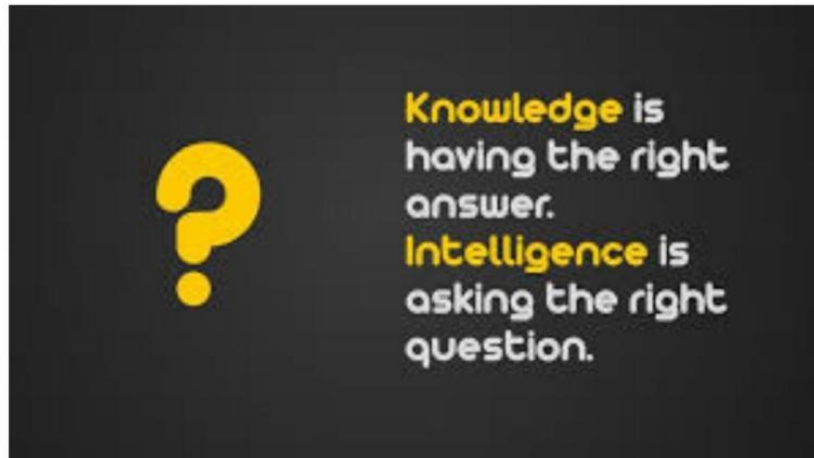
2 समझो

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

4 समाधान

Proceed with the solution.

Ask Questions ?



Be ready with your set of need analysis questions



PRODUCT	PRICE	TRUST	DISCOUNT
<p>What are the other competitors in the consideration set of customer?</p> <p>How does he find them vis a vis my product?</p>	<p>What is the guesstimate of the following two prices in the customers mind?</p> <p>a) MOP b) Street Price</p>	<p>What are the trust related expectations of the customer?</p> <p>a) Quality b) Compliance to promises c) Facilities d) Results</p>	<p>What are the expectations in the mind of the customer?</p>

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

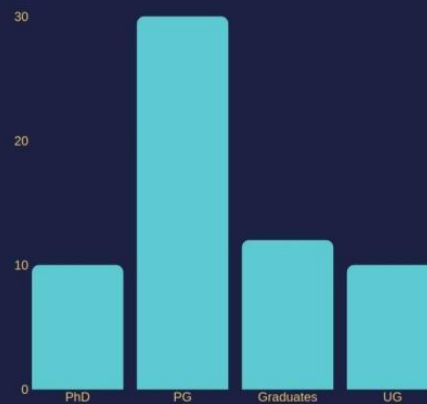


Service-oriented

ACADEMIC STAFF

BY PROFESSIONAL EXPERTISE

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





**INNOVATIVE
LEARNING
EXPERIENCES**

What all do you have in
your Sales Kit?
Even a brave soldier is
ineffective without his
arms and ammunitions.



FAQ
FREQUENTLY ASKED QUESTIONS

KEEP A LIST OF STANDARD
QUESTIONS AND ANSWERS
READY .



FAB

1

FEATURES

WHAT ARE THE FEATURES OF YOUR INSTITUTION?

3

BENEFITS

WHAT IS THE FINANCIAL BENEFIT OF EACH FEATURE MENTIONED IN S NO 1 ABOVE.

2

ADVANTAGES

WHAT IS THE ADVANTAGE OF EACH OF THE FEATURE IN S NO 1 ABOVE.

4

CLOSE

ONCE BENEFITS ARE UNDERSTOOD BY THE PARENT, DECISION MAKING IS EASIER. IT IS TIME FOR YOU TO CLOSE.



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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

Concept is never the product.
It is normally the solution
that your product provides.

THE PROOF OF CONCEPT

Testimonials
Awards
Rewards
Certifications
Sample results
Demo classes

CALL TO ACTION

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

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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 डिसकाउंट 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 डिसकाउंट 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?

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THE ATTITUDE TO CLOSE

Prepared by SANJAY SINGH

The Sales Closing Kit

GIVE AND TAKE	TESTIMONIAL	PROOF OF CONCEPT	DEALS & OFFERS
<p>What I can give? What will I take?</p> <p>This matrix has to be prepared and kept handy at the time of closings.</p> <p>Example: Customer : I want 20% discount? Counsellor: I want 5 admissions with 100% advance payment</p>	<p>Letters on letter heads from past customers who have communicated about their happiness about your services in writing.</p>	<p>Anything that proves all your claims about pedagogy, results, success story, case studies etc.</p>	<p>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.</p>

What is the right time to ask for order?

Do Part Closing

3 - 4 Part closing will lead to final closing

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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 Whats app 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

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