

2016-2017

Selling for Non-Professional Salespeople

DEMO

Participant Workbook



Welcome

Welcome to the “**Introduction to Selling for Non-Professional Salespeople**” training course. We hope that you will enjoy this course. We understand that there may be a number of reasons why a person may be interested in learning about sales. Some are interested to learn about sales because of a professional need. For example, a lot of people interact with customers on a frequent basis, yet they may not know how to can *sell* the customer on their company’s products or services effectively. Some may want to learn about sales because they work in a department with salespeople and would like to know more about what it is that they do exactly. yet others may consider a job in sales but are unsure if it is for them, if they have what it takes to be successful. And of course, there are those that simply want to know how to convince others of their ideas—something that certainly is considered selling.

In this course, we will introduce you to some of the basics. Know that this is all we can do, for the topic of sales is a very broad and comprehensive one that would require a lot more time to cover than the allotted three weeks we have for this introductory course.

Again, we hope that you will learn some new and exciting skills that you can use either in your professional or in your personal life.

Good luck!

How to use this Workbook

This workbook is a companion to all of the online content of this course. The basic concepts of the course are outlined here within its pages.

This workbook contains the following:

- **A quick outline of each major topic**
- **Exercises**
- **Handouts (job aids)**
- **Places to take notes**

You can print this book out or use it online.



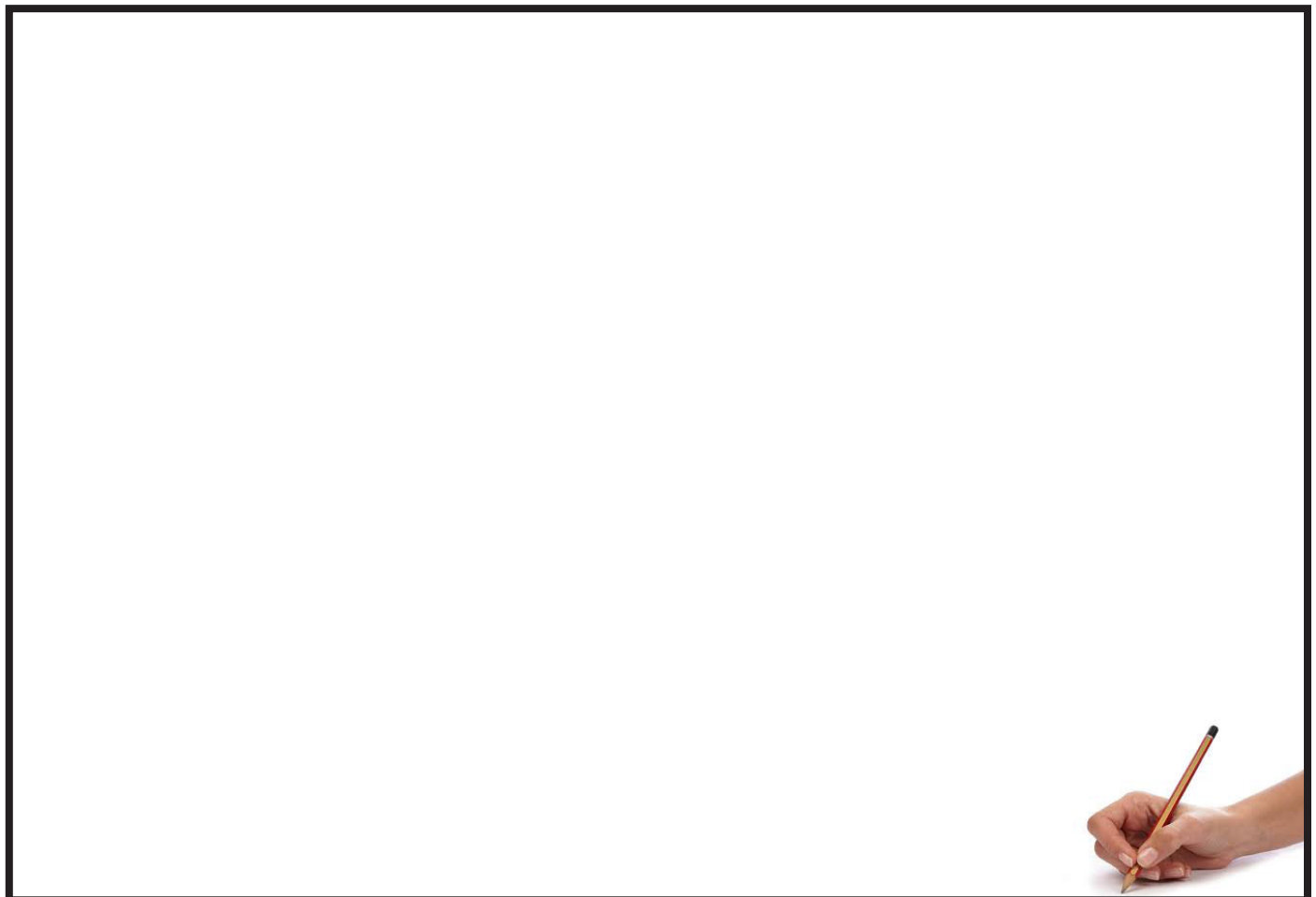


Module 1

Exercise - Reflections on why you are taking this training

To start, we want you to take a moment and think about how learning about sales or selling could benefit you in your personal or professional life. Remember, selling is not just confined to the exchange of goods or services for money, but could also include someone selling ideas to another person—in other words convincing another person to see your perspective or point of view.

- What are some of the applications in your life?
- Do you have a specific need in your professional life?
- Or is this something that you were always curious about?
- Can you think of ways where you could implement the newly learned skills?

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Exercise - Recognizing Sales Opportunities

Now think of opportunities where having selling skills could prove to be valuable. Hint: you may not necessarily be selling a product or service; instead, you might be selling YOU!

- Job search/interview
- Creating a proposal
- Pitching an idea
- Selling a product, service or a company

Answer this question: Who is your customer?

Underlying Principles of Sales

Who are the participants in a sale?

At a minimum, each sale must have at least a SELLER and a BUYER. Other participants may be support staff that handle the logistics of the sale (example fulfillment or service departments).

How do Sellers and Buyers engage?

Sellers (salespeople) can engage customers (potential buyers/prospects) in a number of ways:

- Outbound **cold contacting** in person, via telephone, email, or social media
- Outbound **warm contacting** after initial contact has been requested
- Inbound contact in person, via phone or oether media

Which is the most effective?

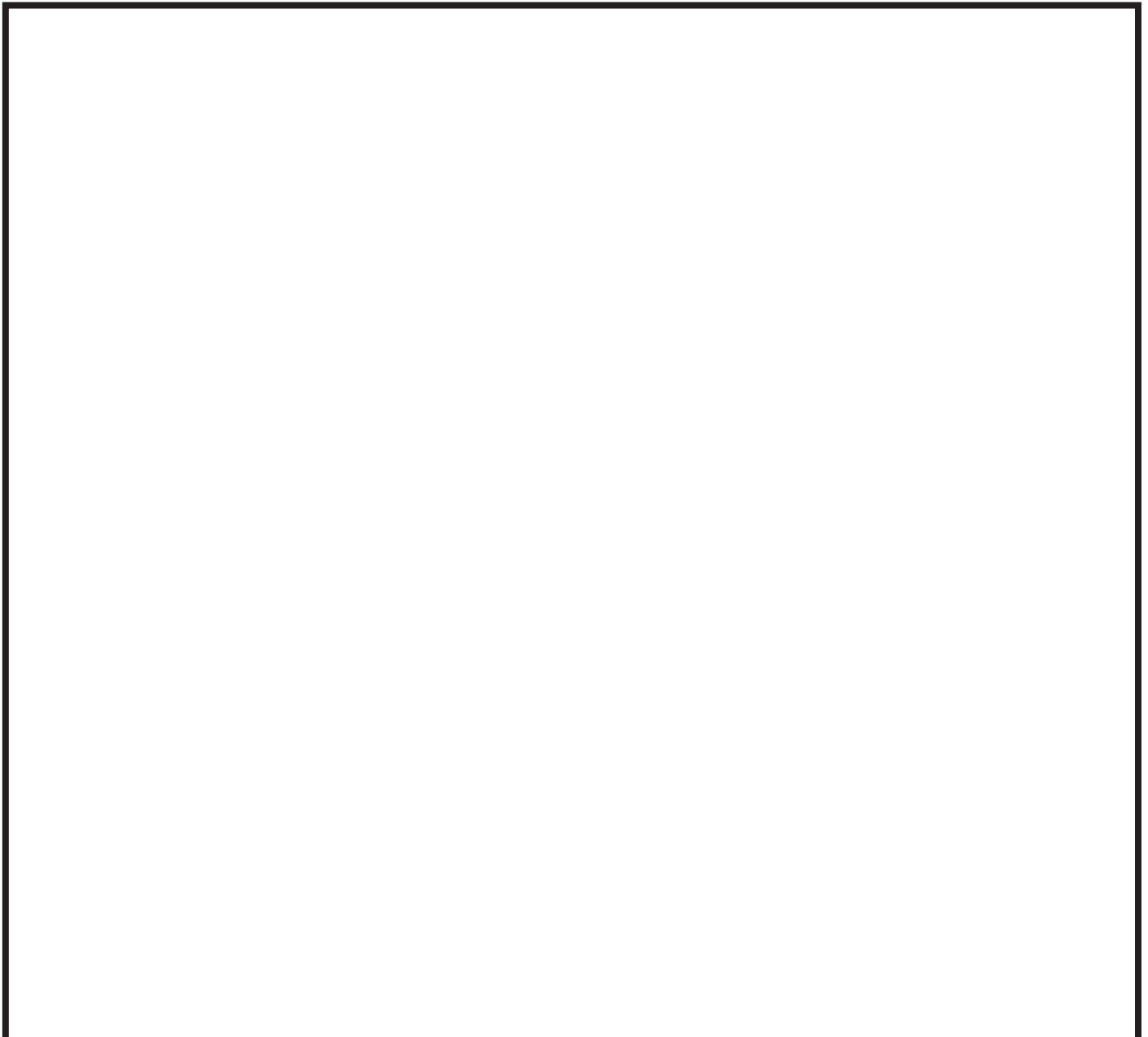
Underlying Principles of Sales

the Human Factor

Decisions

People make decisions based on a number of factors: desires, needs, emotions, logic, impulse, deliberation, etc. To sell successfully, you need to recognize the drives for making decisions.

What are your personal drivers in the decision making process?

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Underlying Principles of Sales

the Human Factor

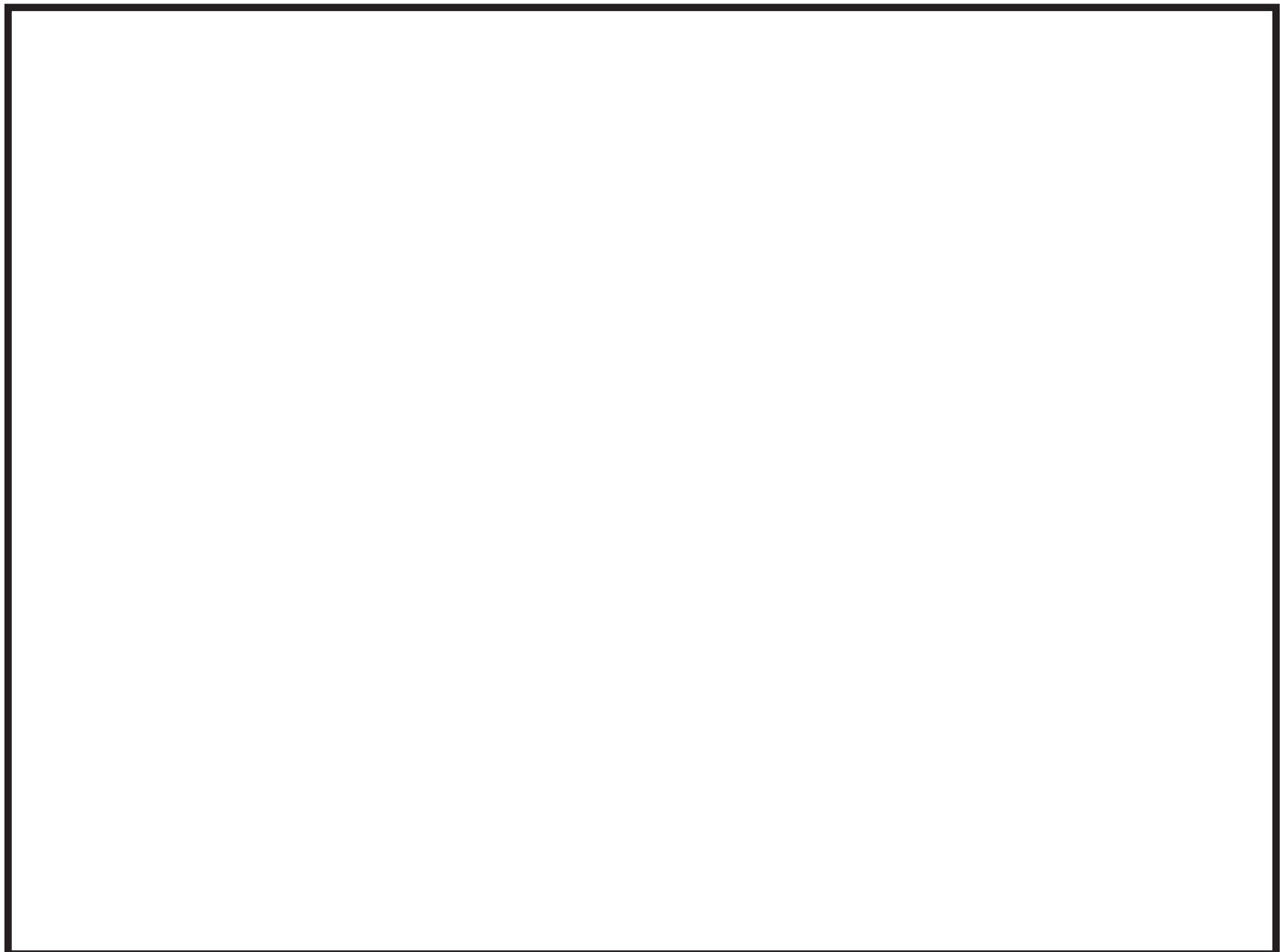
Personal Preference

People are all different. This is very apparent in what people prefer. Preference affects all aspects of life. To be successful in selling, you need to figure out people's preference.

This seems like a tall order. But the best way to find out is to ASK QUESTIONS and OBSERVE.

Put on your **consumer hat** for a moment. What is your preference when dealing with salespeople?

Remember: your preference may not be your customer's preference!



Underlying Principles of Sales

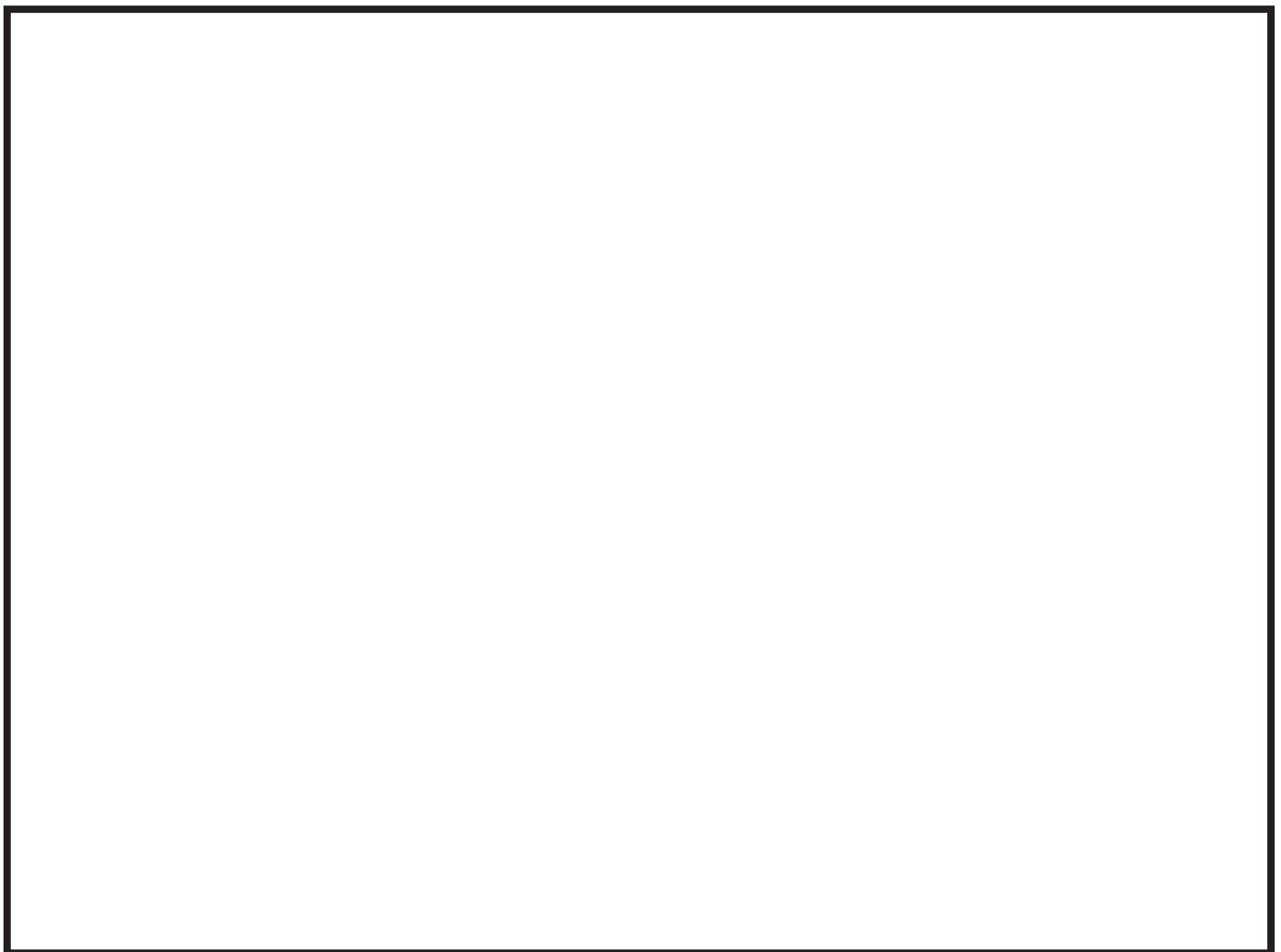
the Human Factor

Needs

All people have needs. Some of them are universal (shelter, food, sleep, love, security, etc.) while others are individual. To sell successfully, you can NEVER IGNORE A PERSON'S NEEDS.

Some people may not even recognize their own needs. Good salespeople help uncover needs that customer may not have been aware of.

What are your needs?



Underlying Principles of Sales

the Human Factor

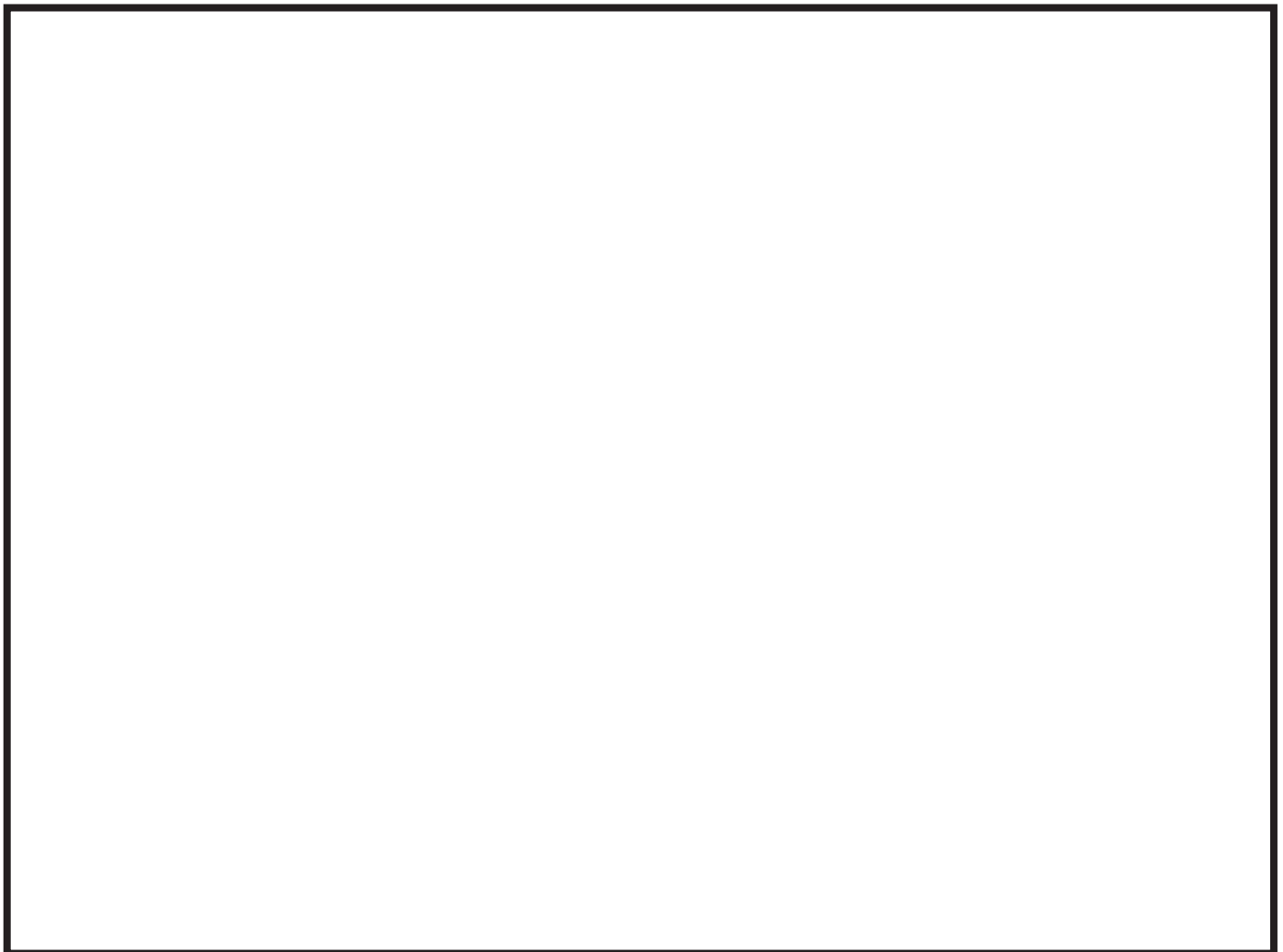
Desires

Some needs are actually “wants” or “desires.” For instance, a person may *need* to have a bigger vehicle with a lot of trunk space but they *desire* the vehicle to be in a certain color. Treat desires or wants equally to actual needs.

Customers want to know that you care about their desires just as much as you care about their needs.

What are some of the things you desire that may not be actual needs?

Are they just as important to you?



Underlying Principles of Sales

the Human Factor

People do not always act rationally

While we would like to think that we use our brains all the time in rational ways, it is a fact that all of us have moments when we do not act rationally. You won't and your customers won't. Recognizing this fact is a first step. Sometimes we will try to explain that what we have is the best thing for the customer based on logical facts, yet your customer has something else on their mind. They want something that might not make sense to you but fulfills some basic irrational desire in them. Unless you can see the customer putting themselves in harms way, it is not necessarily your job to talk sense into your customer.

Heck, if they want your gadget in purple, sell it to them!

Do you remember a time when you bought something based on an irrational emotion?

