



The Seven Stages of the Sales/Service Cycle:

1. Rapport

- Identify the style of your customer quickly.
- Learn to ask the right questions to establish rapport.
- Learn to make your first 30 seconds count

Exercise: Assess your customer's behavioral profile with the Sales Action Planner (sample is included in packet).

2. Explore

- Learn the questions to ask to identify the customer's needs and objectives.
- Balance your communication so the customer does 70% of the talking.

Exercise: Practice these questioning techniques.

3. Present

- Adapt your proposal based on the style of your customer.
- Improve your voice quality.
- Improve your telephone techniques.

Exercise: Review an audio cassette of your customer interaction and gain feedback from a small group and instructor.

4. Handle

- Identify and handle objections.
- Learn to cycle the objections to objectives.
- Resolve conflict effectively.
- Deal with difficult customers.

Exercise: Practice using an action plan to turn around a difficult customer.

5. Test

- Establish that communication took place.
- Test your listening skills.
- Learn ABT (Always Be Testing) questions.

Exercise: Practice questions that will guide the customer toward a decision.

6. Close

- Learn to ask for the customer's business.
- Believe that what you are offering will benefit your customer.

Exercise: Identify the different closing approaches and match these to the style of your customer.

7. After-Sale Service

- Learn methods to keep customers for life.
- Develop opportunities for referrals.
- Improve your selling satisfaction as you see satisfied customers.

Exercise: Practice different versions of after-sale telephone techniques.

This workshop is available in several formats.

