



## 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.*

