



# **The SELL Process™: Your Offense**

## **Don Buttrey**

Thursday, October 22, 2015

10:00 AM – 12:00 PM

Donald J. Trump Ballroom – C/D/F

# the **SELL PROCESS**

A simple yet profound process to help  
*anyone and everyone* sell skillfully



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## Tactical Selling

- o interaction
- o focus
- o a PROCESS

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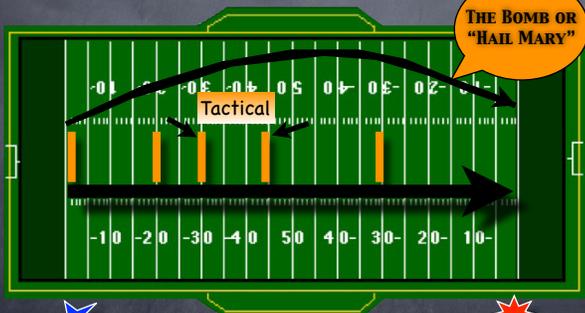
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## Selling Cycle

(1 hour - 6 months+?)



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# Sales Call Objectives

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- Have a realistic but aggressive purpose.
- Consider strategy to identify incremental objective.
- Must be action oriented – what do you want the customer to do?
- Test it with “As evidenced by...?”

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## SELL PRE-CALL planning tool - OFFENSE

Account company name \_\_\_\_\_ Product/service \_\_\_\_\_ Call Date \_\_\_\_\_  
Contact name \_\_\_\_\_ Circle behavior orientation: *TEAM, PROBE, CREATIVE, FACT*

Sales call action oriented objective \_\_\_\_\_

<b>S</b>	START to attract	
<b>E</b>	EVALUATE to discover customer's interest	
<b>L</b>	LEVERAGE to match discovered desires with benefits	anticipated customer benefits
	company features and/or product features	
SALES TOOLS:		
LOCK to confirm conviction and agree to action		

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**START** to attract

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# START Step

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- ③ Consider small talk. Yes? No? Topic? Risks? Length?
- ③ What will attract this individual? Big talk!
- ③ Decide how to set focus and direction on the objective.
- ③ Remember the importance of first impressions.
- ③ Select an appropriate way to start (question, statement, etc.).
- ③ Write it in quotations and perfect it.

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## SELL PRE-CALL planning tool - OFFENSE

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Account company name \_\_\_\_\_ Product/service \_\_\_\_\_ Call Date \_\_\_\_\_  
Contact name \_\_\_\_\_ Circle behavior orientation: *TEAM, PROBLEM, CREATIVE, FACT*  
Sales call action oriented objective \_\_\_\_\_

<b>S</b> START to <u>engage</u>	<b>E</b> EVALUATE to discover customer's <u>interests</u>	
	<b>L</b> LEVERAGE to match discovered desires with <u>benefits</u> company features and/or product features	<b>L</b> LEVERAGE anticipated customer <u>benefits</u>
<b>SALES TOOLS:</b>		
<b>C</b> CHECK to confirm conviction and agree to <u>action</u>		

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**EVALUATE** to discover customer's interests

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# EVALUATE Step

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- 👁️ Focus on the customer. Be a consultant.
- 👁️ Ask well prepared, open-ended and closed-ended questions.
- 👁️ Engage in a dynamic dialog.
- 👁️ Have an inquisitive mind. Dig deep for facts and emotions.
- 👁️ Listen. Take notes.
- 👁️ Ask more questions....and shut up!

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## SELL PRE-CALL planning tool - OFFENSE

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Account company name \_\_\_\_\_ Product/service \_\_\_\_\_ Call Date \_\_\_\_\_  
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Sales call action oriented objective \_\_\_\_\_

<b>S</b>	START to <u>engage</u>	
<b>E</b>	EVALUATE to discover customer's <u>interest</u>	
<b>L</b>	LEVERAGE to match discovered desires with <u>benefits</u>	anticipated customer <u>benefits</u>
	company features and/or product features	_____
SALES TOOLS:		
<b>L</b>	LOCK to confirm conviction and agree to <u>action</u>	

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**LEVERAGE** to match discovered desires with Benefits

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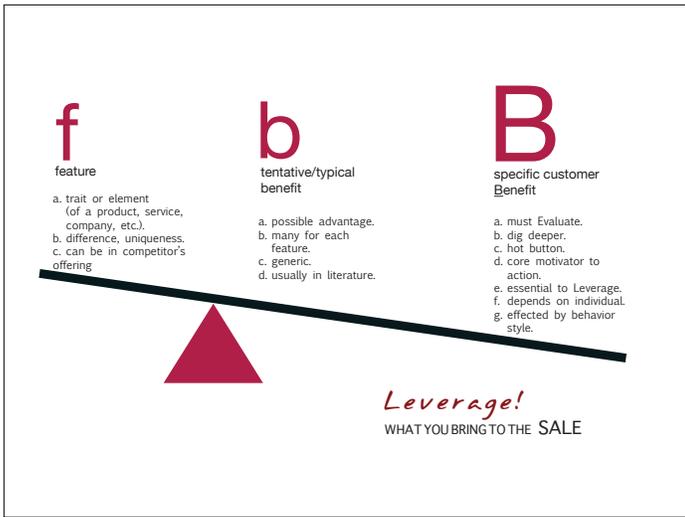
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*Motivators*

Profit, cost savings, money gain.  
 Convenience.  
 Security, safety.  
 Personal pride.  
 Comfort.  
 Envy, competitive drive.  
 Fear, worry, stress.  
 Selfish drives, advancement, acclaim, sexual, validation.  
 Tastes, values.  
 Emotion.

*What else motivates people to action? People are complex!*

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## Product Factors

"The closer your product looks like your competitors - the better your selling skill must be." - Don Buttrey



## Company Factors

### WHY YOU?

WHY YOU? Why should your customers buy from you and do business with you?

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## LEVERAGE Step

- Present your value solution. Match with what you discovered in the Evaluate step.
- Sell product Benefits.
- Sell company Benefits.
- Be persuasive and enthusiastic.
- Prepare and utilize appropriate sales tools.

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Product + Company Benefits equals your weight in value - but to get leverage and tip the scale it takes skill in the PROCESS!  
Selling value and Benefits is not just a sales philosophy - it is accomplished tactically in the very heart of the SELL Process!

"Price is what customers think about... when the salesperson gives them nothing else to think about."

Don Buttrey

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# Pre-Call Planning

*"The will to win is not nearly as important as the will to prepare to win." - Bobby Knight*

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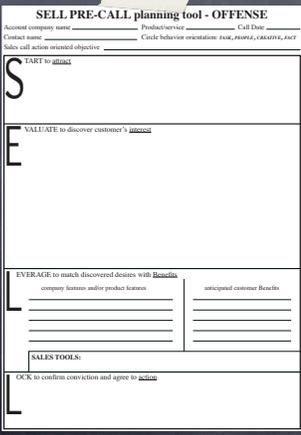
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**SELL PRE-CALL planning tool - OFFENSE**

Account company name \_\_\_\_\_ Product/Service \_\_\_\_\_ Call Date \_\_\_\_\_  
 Contact name \_\_\_\_\_ Circle behavior orientation: *task, money, concern, fun*  
 Sales call action oriented objective \_\_\_\_\_

**S** START to attach

**E** EVALUATE to discover customer's *interests*

**L** LEVERAGE to match discovered desires with *Benefits*

company features and/or product features	anticipated customer benefits
_____	_____
_____	_____
_____	_____

**L** LOCK TOOLS:

**C** CHECK to confirm conviction and agree to *action*

*Why Pre-call Plan with the SELL tool?*

- ✓ Better Message
- ✓ Shorter calls (or longer!)
- ✓ Respects the Customer's time and pressures
- ✓ Professional high standard image
- ✓ Provides structure for good selling habits
- ✓ It is repeatable
- ✓ Allows team selling and coaching
- ☛ Gets the SALE!

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## Follow-up ACTIONS

- ☛ Use tool 4.1 to pre-plan for a selected target sales call.
- ☛ Create specific SELL models for typical calls (key products, target markets or segments, cold telephone calls through lead lists, blitzes etc.
- ☛ Use the SELL tool as a daily regimen for all calls!
- ☛ Practice for continuous improvement!

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# the **SELL PROCESS**

A simple yet profound process to help  
anyone and everyone sell skillfully

**Want a detailed, how-to book of today's topic?**  
Get your copy of Don's new book!

Available in hardback—or ebook for Kindle or iBooks.  
go to: [www.SalesProfessionalTraining.com/store/](http://www.SalesProfessionalTraining.com/store/)

*For information on in-house training or upcoming training camps contact  
Don Buttrey - Sales Professional Training Inc. 937-427-1717*

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## **THE FOUR PILLARS OF THE SALES PROFESSION™**

### **SALES TRAINING CAMP**

including The SELL Process we presented today!

**November 17-19, 2015**

**Dayton, Ohio**

**WFFSA** is taking registrations **NOW!!**

go to [www.WFFSA.org](http://www.WFFSA.org) education/events  
or call Don at 937-427-1717 for info

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