



The SELL Process™: Your Defense

Don Buttrey

Thursday, October 22, 2015

1:30 PM – 3:30 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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SELL DEFENSE!
Overcoming Objections
"ON-YOUR-FEET"

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*"There are only five or six big plays in every
game and you have to make them to win.
In a time of crisis it is absolutely imperative.*
Vince Lombardi

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SELL DEFENSE

- What are some of the objections you face?
- Why do customers object?
- **Do not respond immediately with your answer or rebuttal! Why?**

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SELL DEFENSE

- Why should you welcome and even look forward to objections?
- Can they occur anywhere in the SELL process? Where do they usually pop up?
- What should your attitude be as you answer objections?
- Is the 'customer always right'? Not really! The objective is to change their thinking - by selling!

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DISCUSS THE 'NATURAL' RESPONSE TO OBJECTIONS

- Fight
- Flight
- Freak

"The most important thing a coach needs is knowledge that his team can or can't play under pressure.

What I criticize people for is mental errors, not physical ones."

Vince Lombardi

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DISCUSS THE 'TRAINED' RESPONSE TO OBJECTIONS

- Poised
- Professional
- Practiced

"You teach discipline by doing over and over, by repetition and rote, especially in a game like football (or sales) when you have very little time to decide what you are going to do. So what you do is react almost instinctively, naturally. You have done it so many times over and over and over again.."

Vince Lombardi

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SELL DEFENSE! Overcoming Objections

So how do you prepare for objections?????

The same SELL process used for pre-call planning (your offense) can be used as a methodology for preparing and responding to objections (your DEFENSE)!

*"In sales, the best defense is a good offense.
Swing back to SELLing"*

Don Buttrey

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SELL OBJECTION Response Tool - DEFENSE

Anticipated Objection:

S START by restating the objection as a question.

E EVALUATE by probing to understand facts and feelings.

L LEVERAGE by providing an answer that persuades using customer Benefits.

C CHECK by trial to confirm resolution or acceptance. Proceed to action on objective.

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S TART by restating the objection as a question.

KEY DEFENSIVE MANEUVER: TO RESTART: RESTATE!

- Switch control back to offense.
- Put customer on defense.
- Provide a 'playback' to hear objection validity.
- Assure listening and show understanding.
- Get more info from next customer response.
- Utilize the time this gives you to think and regroup.

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E VALUATE by probing to understand facts and feelings.

- Qualify the objection. Legitimate? Ploy?
- Engage the customer.
- Uncover factual details.
- Reveal emotion and personal connection of customer.
- Prevent responding with a wrong or inappropriate answer.
- Exemplify a sales professional consultant.

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L EVERAGE by providing an answer that persuades using customer Benefits.

- Draw on prepared responses and your team's best practices.
- Utilize technical expertise and support information available from company sources.
- Consider specific 'stock' responses to some objections.
- Must include your company and product Benefits in the answer to gain leverage.
- May guide the delivery of your answer using techniques like: Feel, Felt, Found.
- Perfect attitude and non-verbals with practice!

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LOCK by trial to confirm resolution or acceptance.

- May surface another objection and force a re-START.
- Remember that leveraged benefits lead to a positive change in customer thinking.
- Resulting action is logical.
- LOCKing is imperative!
- Confirm resolution of specific issue.
- Proceed to ultimate action on sales objective.

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“Only with a trained response can we execute consistently and brilliantly...under pressure.” -Don Buttrey



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ACT...

Don't React!

Follow-up Assignment

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- List all of the objections, ploys and complaints your sales team faces.
- Assign individuals, or work as a team to develop SELL Defense responses for each using the worksheet tool 4.6 (download).
- Do 'defensive drills' and practice regularly as a team!

DEFENSIVE DRILLS

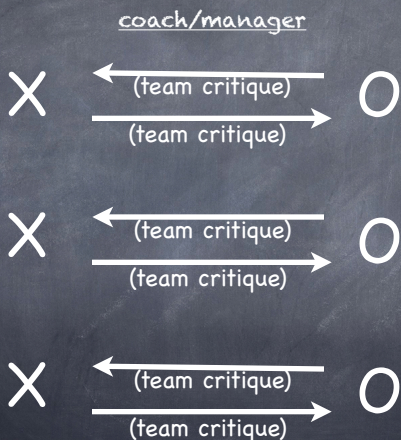
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It has been said, "You play like you practice". Role-playing is essential to develop instinctive, automatic skills - like doing it in the "simulator".

- Line up two opposing teams on each side of the table. Each person will be role-playing the Ploy/Objection that he or she worked on. For this exercise, having notes with you is OK and encouraged.
- Each person plays the customer; and then the sales professional - with their partner. The group and coach are to provide positive, constructive critiques!
- Make corrections and additions to your written SELL sheets to perfect them after team input. Coaches collect them when done to update and put into your PLAYBOOK.

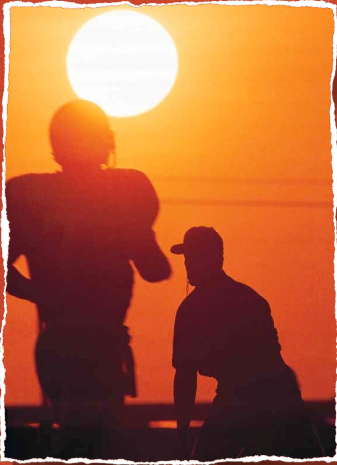
Role-play method

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Developing the right skill and "having game" takes training and practice!



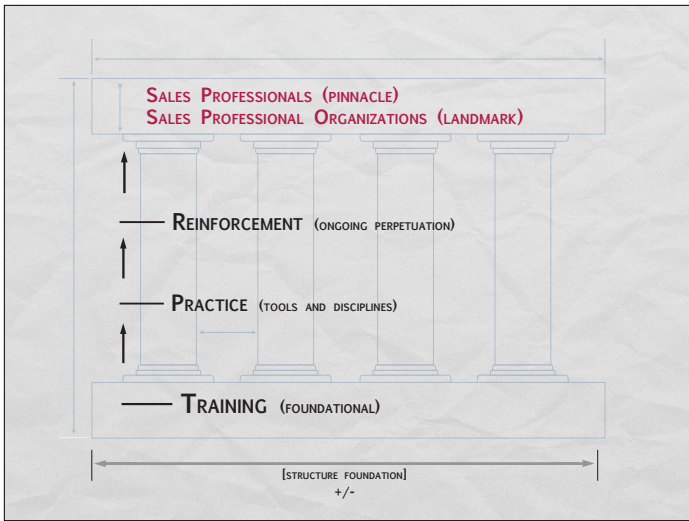
Winners execute fundamentals skillfully, by habit!

Small Margin of Excellence

=

HUGE REWARD





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the
SELL
PROCESS

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

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