

INSIDE SALES 101

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REILLY SALES
— TRAINING —

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Welcome to Reilly Sales Training

Reilly Sales Training is a St. Louis-based, privately owned company that specializes in training sales professionals, sales managers, and service professionals. Reilly Sales Training offers public seminars, in-house sales training programs, consulting services, and hiring and training assessments.

Paul Reilly has developed this course specifically for you, the sales and service professional. Significant resources have been invested for your professional development. We ask for your full commitment to the message, and that you apply what you learn.

Thank you in advance for your participation!

A handwritten signature in black ink, appearing to read "Paul R.", with a stylized flourish at the end.

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Business Experience:

Paul Reilly is the owner of Reilly Sales Training. He began his sales career at the age of 16 in St. Louis, MO. He has sold car washes, painting services, jewelry, propane, construction tools and fasteners, and medical equipment.

He attended the University of Missouri – Columbia, where he earned his undergraduate degree in Business Marketing. He went on to earn his MBA from Webster University.

Paul has over ten years of business-to-business sales experience. For six of those years, he sold tools and fasteners for the Hilti organization. Paul joined the Hilti Master's club in 2010 and was recognized in 2011 with Hilti's three million dollar sales club.

Paul is a frequent writer for Industrial Distribution Magazine and Contractor Supply Magazine. He is also a faculty member of the University of Innovative Distribution – UID.

Paul has been a top-performer in his sales career because he embraces the Value-Added Selling message.

Personal Information:

Married: Nine years to Lauren

Children: Three girls, Nora, Libby, and Mary Charlotte. Yes, I am totally outnumbered.

Education: Bachelor's Degree – Marketing, Mizzou. MBA – Webster University.

Outside Interests: Golfing, cycling, marathon finisher, award-winning Toastmaster, and ASTD member.

Favorite Books: *Value-Added Selling* by Tom Reilly (obviously), *Crush Price Objections* by Tom Reilly (go figure), *Outliers*, *David and Goliath*, *To Sell is Human*, *Atlas Shrugged*, *Social Intelligence*, *The Fifth Discipline*, *Lead With A Story*, *Sway*, *Tipping Point*, *Born To Run*, *The 7 Habits of Highly Effective People*, *Good to Great*, *Oh, The Places You'll Go!*

A few of our clients:

ADM	Missouri Enterprise
Affordable Equity Partners	Monsanto
ASCO Equipment	Packaging Systems
Brenntag	ProBuild
Case Equipment	QTE Manufacturing
Chase Plastics	Rheem
Continental Cement	Siemens
Eaton Corporation	The Climate Corporation
Edward Jones	Würth Industry
F&M MAFCO	
Graybar Electric	<u>Associations:</u>
Harcros Chemicals	ARM
John Henry Foster	IAPD
Johnstone Supply	NAHAD
Konica Minolta	STAFDA
Lifetouch Photo	University of Innovative Distribution
Midwest Industrial Rubber	WF&FSA

INSIDE SALES 101

The Need for This Training

- Critical role of inside sales
- Reactive nature of transactional sales
- Technology
- Communication and team selling

The Purpose of This Training

The purpose of this training is to provide inside salespeople the techniques to proactively serve customers and sell more effectively.

Value Proposition

When you embrace this message and apply these techniques, you will proactively serve customers and provide them with a more complete solution.

Training Topics

- Customer messaging
- Proactive service tactics
- Proactive selling tactics
- The importance of team selling
- The four components of the inside sales call
- Managing inside salespeople

CUSTOMER MESSAGING

Customer messaging is how we communicate our value to customers. A compelling message should stand out from the crowd. Unfortunately, most customer messaging blends in with the crowd.

In the space below, write three reasons a buyer should choose you as a supplier.

CUSTOMER MESSAGING TOOL

Unique Selling Proposition (USP)

Your USP is “The Big Idea.” It’s what makes you stand out from the crowd.

- Keep it simple and short
- It must be unique and defensible
- It must be compelling

It completes these sentences:

- We are the only one in the industry that _____.
- We were the first in the industry to _____.
- Customers tell us we stand out because _____.

PROACTIVE SALES AND SERVICE

Proactive service is anticipating the needs of the customer. To proactively serve customers, put yourself in their position to anticipate future needs. Just because your customers are reactive doesn't mean you have to be. In fact, the customer is counting on you to help them be more proactive.

What does it mean to be reactive?

Being Proactive Requires Empathy

- Take the perspective of the customer
- Anticipate needs
- Increasing empathy levels

PROACTIVE SERVICE

Proactive customer service is everything we do before the customer calls us with an emergency. The customer is counting on you to be proactive.

Proactive Service Tips

- Check backorder reports
- Call customers with new shipping dates
- Call customers about upcoming events
- Communicate opportunities between departments
- Monitor customer equipment and maintenance
- Develop a list of TLC accounts to call
- Ask questions versus answering
- Practice proactive internal service

List additional ideas to be more proactive.

PROACTIVE SELLING

Cross-selling

Cross-selling is creating more value for the buyer by providing them a more complete solution. Cross-selling is more than offering products and services, it is educating the customer.

The Importance of Cross-selling

- The service impact of cross-selling
- The profit impact of cross-selling
- Customers don't know what they don't know
- Prevents future issues

Cross-selling Tips

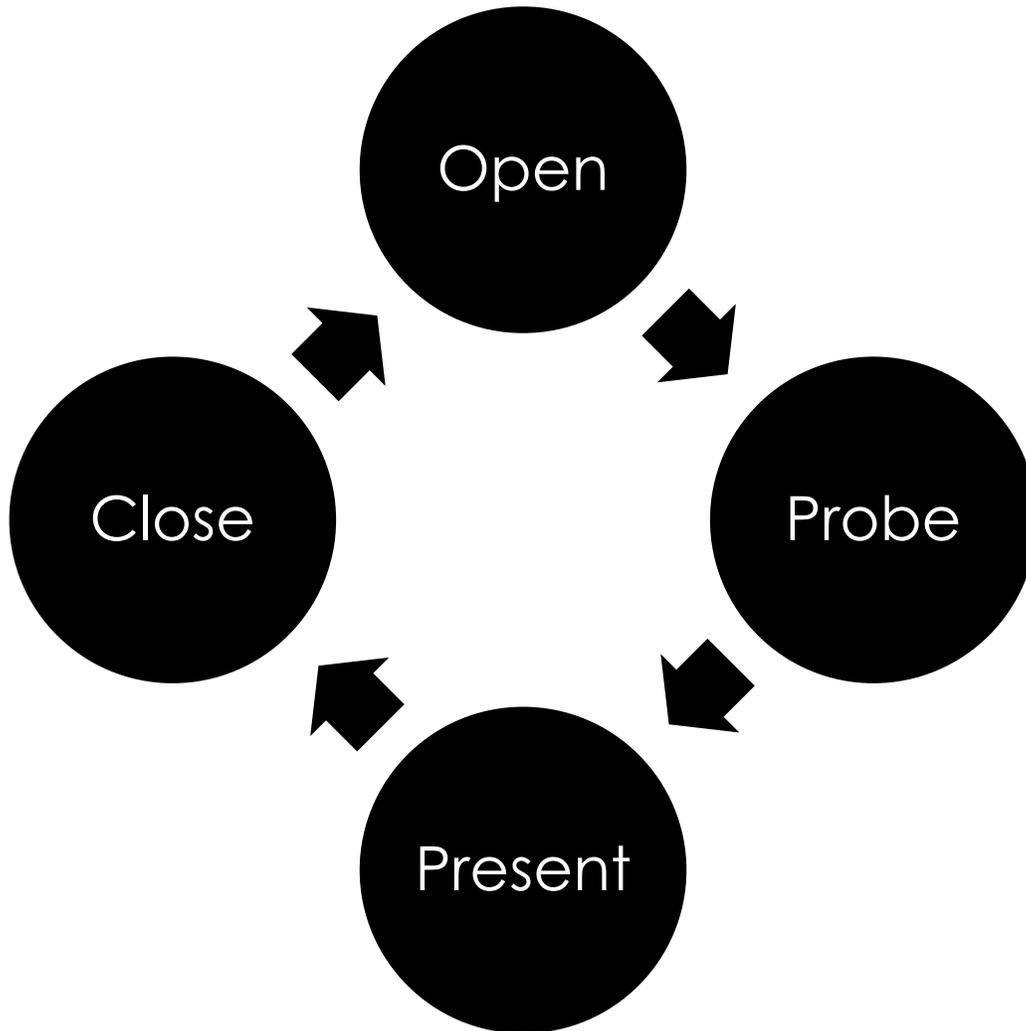
- Offer complementary products
- Offer additional services
- Educate the customer
- Explain why you are making this suggestion
- Identify cross-selling scenarios
- Develop a list of go-to recommendations

CROSS-SELLING

Cross-selling is offering additional products and services that complement the original purchase. It's offering the customer a more complete solution. For example, selling oil helps you sell filters and selling nuts helps you sell bolts. In the left column, list four core products or services you sell. In the right column, list common complementary products and services you offer customers. After filling the boxes on the right, draw a line connecting complementary products to your core products and services.

THE INSIDE SALES CALL

The inside sales call follows a consultative sales approach designed to uncover the customer's needs, understand their business, and offer a solution. The four phases are Open-Probe-Present-Close.



OPENING THE CALL

A first impression is a lasting impression. How you greet the customer creates a lasting impression. Make it a positive greeting.

Opening Call Tips

In the opening, our goal is to create a positive first impression and build rapport with the customer. Here are tips to help you open the call with impact.

- Acknowledge the customer
- Greet the customer appropriately
- Make a positive reference
- Include your uniqueness

Create Your Greeting

In the following section, create your positive greeting. Remember, the greeting should be positive and welcome the customer.

In the space below, write down your positive greeting.

NEEDS ANALYSIS

In this phase of the sales process, your goal is to understand the customer's needs. You do this by asking customers the right questions the right way.

Probing Mechanics

How you ask a question is just as important as what you ask. Here are some tips to structure your questions.

Open-ended vs. close-ended questions

Open-ended questions encourage a full, lengthier, and meaningful answer from the customer. Closed-ended questions encourage a short response, a single-word answer.

- Open-ended questions usually begin with why, how, what, or tell me.
- Close-ended questions usually begin with who, when, which, are you, or will you.

Re-word the following close-ended questions to make them open-ended.

Who is the decision maker?

Is price important to you?

GAP® Probing Model

GAP® is an acronym describing the types of questions to ask the customer. GAP® stands for General questions/Application-based questions/Projective questions. The purpose of the GAP® Model is to understand general information, the application, and the ideal solution.

General questions

General questions are broader so that you develop an understanding of the customer's situation, their project, their circumstances, and the customer's needs and expectations. General questions focus on four content areas: the person, company, the project, and the customer's needs and expectations. Here are sample general questions.

- Tell me about your company.
- Beyond products, what do you need from us?
- Tell me about your role.

List two additional general questions below.

Application-based questions

Application-based questions focus on the specific application the customer is performing. These questions are exact and detailed. These questions focus on what they are doing and how they are doing it. Here are sample application-based questions:

- Tell me about this application.
- What problems are you experiencing?
- How are you currently performing this application?

List two application-based questions below.

Projective questions

Projective questions allow the buyer to describe the ideal solution. These questions allow the buyer to dream and give you a deeper understanding of their needs, wants, and the ideal solution. There are two types of projective questions, ideal questions and impact questions.

Ideal questions focus on what the buyer would change or enhance about their current solution or methods.

- What would you change about your current methods?
- What is the ideal way to perform this type of work?

Impact questions focus on how that change would impact the customer.

- If we could offer you a better way to perform this application, what would that mean to you on this project?

List one ideal question and one impact question.

TRAINING APPLICATION

In the space below, list open-ended questions that follow the GAP® format.

List two General questions.

List three Application-based questions.

List two Projective questions.

PRESENTATION

In this section, you learn to present a solution that satisfies the customer's needs. The purpose of a needs-satisfaction presentation is simple; present solutions that are relevant to your customer's needs.

Needs-satisfaction Presentation

After identifying the customer's need, pain, or problem, your immediate task is to communicate how you can solve the problem, relieve their pain, or satisfy their need.

Identify the need, problem, or pain

Detail how your solution satisfies the need

Present the downline impact of satisfying the need

Additional Presentation Tips

- Summarize the buyer's needs
- Keep it brief
- Engage the buyer
- Pace the buyer
- Present price confidently

TWO-QUESTION CLOSING APPROACH

Closing the sale is not a mystical skill that only few salespeople possess. It's the next logical step in the interaction. All you are doing is meeting your call objective. The two-question closing approach is simple, straightforward, and professional. The two questions focus on gaining the customer's opinion and then the commitment.

Opinion Questions

Opinion questions help you gauge the buyer's interest level. When a customer is interested and they express this opinion, it's appropriate to ask for the business. Here are sample opinion questions to ask the customer:

- What did you think of our presentation?
- What do you think of the demonstration?
- What are your thoughts?

List one opinion question below.

Buying Signals

If the customer is ready to buy, he or she will let you know. They will do and say certain things. These buying signals indicate the customer is ready to move forward.

Non-verbal buying signals

- Customer nods their head
- Customer handles the product

Verbal buying signals

- Customer repeats a benefit statement
- Customer asks for the price
- Customer says yes

Commitment Questions

If the customer is interested, ask a commitment question. The commitment question is straightforward. It's not applying pressure. It's the next logical step in the process. Here are sample commitment questions:

- How would you like to move forward?
- Would you like to place the order?
- Where would you like the order shipped?

List one commitment question.

INSIDE SALES 101 ROLE PLAY

The goal of this role play is to practice the inside sales call. Spend a few minutes preparing for the interaction. Read through the scenario listed below. Remember to follow the four phases of the sales call.

You're speaking with ABC Flowers. ABC is a long-standing customer. Although you get a majority of their business, they still use multiple wholesalers. The customer mentions they are having issues with a specialty flower. Your objective is to ask questions and recommend solutions.

List one general question.

List two application-based questions.

List two projective questions.
