

BUSINESS ENGLISH SALES TECHNIQUES 09 OVERVIEW: THE 5 STEPS 01

IN CONTEXT 8 - 10 min

Sales are an important part of any business to generate income.
In any sales procedures, you'll find 5 major steps that salespeople use when meeting a potential client.

What do these steps consist of?
Match each step with their description.

Qualifying	Objections	Close	Presentation	Opening
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- a) _____ Identifying if the prospect client has the need to use your product or service
- b) _____ Introducing yourself & the company you're from.
- c) _____ Answering the customer questions (or refusal to buy) about the product or service.
- d) _____ Asking for an order and how many products the customer needs.
- e) _____ Describing the features and benefits of your product or service.

What is the general sales process?
Order from 1 to 5

- _____ Qualifying
- _____ Objections
- _____ Close
- _____ Presentation
- _____ Opening

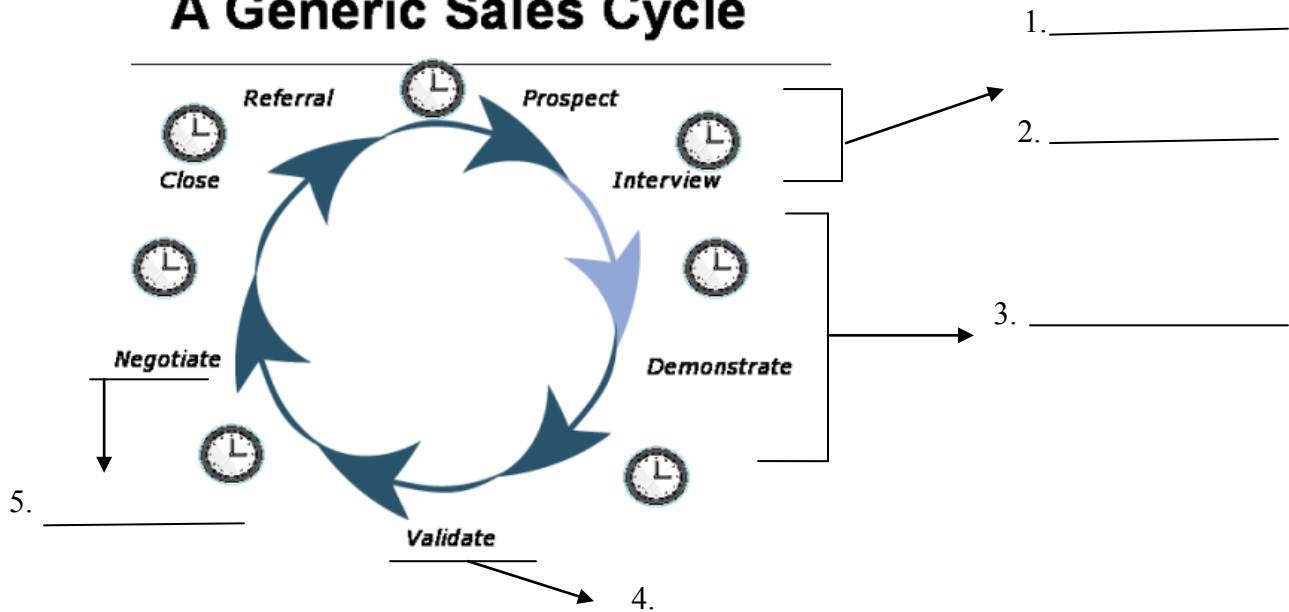
Match the 5 main sales steps with this sales cycle.

More than often depending on the sales situation, you'll have to go through objections several times. Sometimes, the prospect of potential customers is done previously for the salesman.

Here is another more detailed example of a sales cycle.

Opening, 1st qualifying (does the product fit the potential customer), 2nd qualifying (meet an agreement on price if negotiable), presentation, objections,

A Generic Sales Cycle



Door to door sales

a. an advertisement	1. to sell in large quantities (as to a shop for resale to the public).
b. a purchase	2. to demonstrate that an objection/argument (against buying) is invalid
c. an advertising (informal: ad)	3. a helpful or good effect.
d. an objection	4. a statement listing goods or services provided and their prices, used in business as a record of sale.
e. an invoice	5. to sell in small quantities (as in a shop to the public).
f. a deal	6. a form of communication for marketing and used to encourage or persuade an audience (viewers, readers or listeners; sometimes a specific group) to continue or take some new action.
g. a salesman / a sales rep	7. Write a legal document that states and explains a formal agreement between two different people or groups
h. wholesale	8. the identification of a person or an entity that has the interest and authority to purchase a product or service.
i. a (sales) lead	9. a noticeable or important characteristic or part.
j. a product / service benefit	10. products not inclosed in separate packages that can be sold or bought at any desired quantity.
k. to overcome	11. a person whose job is to sell a product or service.
l. In bulk	12. service that continues after a product has been sold.
m. a product / service feature	13. a business agreement or arrangement.
n. After-sale service /customer service	14. a paid announcement, as of goods for sale, in newspapers or magazines, on radio or television.
o. to draft a contract	15. a reason given by a prospect/potential client for not buying.
p. retail	16. the act of buying a service or product

Match the vocabulary and its grammatical function.

What do they mean? If you don't know read the sentences here after and guess from context.

1. sale	Phrase (2x)
2. sell	Verb
3. For sale / up for sale	Noun (3x)
4. On sale / On sale or return (British)	Past participle or simple past form
5. Sold	Adjective + noun
6. Sales pitch	
7. Sold-up	
8. Sold-out	

This coffee-maker model is **sold out** in this store. One moment, I'll check if there are some in stock to our other store.

Our shop will have this line of clothes **on sale** at a lower price next week.

Our best sales representative has an excellent **sales pitch** during his meeting with prospects, but also performs a regular follow-up.

We've reached a **sold-up** this month. In other words, once the product is manufactured they are sent to your clients immediately.

This house is **on sale**. Would you like to see it?

Sorry, this car has been **sold** yesterday.

Here is the number of the real estate agent who told me about the property **for sale**.

My best **sale** of the year was today! I got the biggest order for this year.

You are a vendor at the local open-air market! What do you **sell**?

SPEAKING 5-8 min:

Answer either or both the questions from a salesman point of view or a consumer:

As a consumer:	As a salesperson:
What is the last purchase you've done? What is one feature of the product/service and its benefit for you?	What is the opening of your presentation?
What are some objections you've told a salesman when purchasing a home or a car?	What are some objections you've heard from a potential client?
Have you ever negotiated a price down? What reason did you use to do so?	How do you overcome an objection from a prospect?
What have you bought on sale?	Has your company ever sold-up? Why or why not?

As an individual:
What have you put for sale in the past?
Name an advertising that you remember? What was promoted? What made you remember it?
What is the latest product you've bought for yourself? Name a feature of it. What is a benefit that this feature provides?

READING

Match

_____ Referrals	a. an individual's name and contact information who may be interested in your product or service
_____ B2B	b. Potential client
_____ B2C	c. Business to business
_____ Prospect	d. Business to consumer

Read and complete with the vocabulary

Objections - qualification - closing

Controlling your sales cycle

About.com Industries sales

<http://sales.about.com/od/salesbasics/a/Controlling-Your-Sales-Cycle.htm>

Every sale goes through the same seven-stage cycle, from prospecting all the way through (the 5 steps-see the activity In Context) to asking for **referrals** from the new customer. But the length of this cycle can vary greatly depending on the product or service you're selling.

As a rule of thumb, the more expensive a product is, the longer the sales cycle tends to get. If you're asking a **prospect** to spend a significant amount of money, they'll usually need more *wooing* from you and will take longer to come to a final decision.

B2B sales cycles are generally longer than **B2C**. With B2B, just getting to the **decision maker** can be a challenge. Worse, there are often multiple decision makers you'll have to convince, each with their own set of a) _____.

In other words, the length of your selling cycle is not entirely within your control. If you are selling copy machines to businesses, your sales cycle will be longer than if you are selling greeting cards to walk-in consumers. But that doesn't mean the length of the sales cycle is entirely out of your hands.

It's possible to take control of your sales cycle and adjust its timing, within limits. Almost all salespeople can benefit from a shortened sales cycle, since speeding up the sales process means you'll **close** sales (and get paid for them) faster and usually leads to a greater total number of sales.

The first step in shortening your sales process is improving your b) _____ process. First, a prospect who is just barely qualified will need more hand-holding from you before you can fit them up with the right product. Second, by qualifying intensively you'll start to learn what the customer's objections are likely to be, and you can accelerate the process of resolving those objections. Third, qualifying B2B customers tightly helps you to confirm that you're dealing with the actual decision maker, so you'll spend less time pitching to people who won't be doing the buying.

Second, learn everything you can about your products and your company. The more you know, the less often you'll have to tell prospects "I'll get back to you with the answer." Plus, if you are clearly an expert on your own products, you'll generate confidence in your prospects. They'll be more willing to trust you and will be more open about their objections.

Third, invite the prospect to share their objections as early in the cycle as possible. Resolving objections early on helps you to uncover them all, even the ones that prospects like to keep to themselves. It can also help build trust, if you make it clear to the prospect that you take their objections seriously and are meeting those objections with solid resolutions, not just brushing them aside.

Fourth, make as many preparations as possible well in advance of the actual appointment. Do some research on the prospect and customize your presentation using the data you found. Be ready with responses to common objections. Learn as much as you can about the decision makers, particularly their hobbies or other personal information, so that you can quickly begin building **rapport**.

d) _____ a sale really comes down to developing a level of trust with the prospect. If you take a few precautions and approach the prospect respectfully, you can speed up this trust-building process and reduce the sales cycle to the shortest possible duration.

Vocabulary Comprehension Questions

Read the phrases and answer the question:

"If you're asking a prospect to spend a significant amount of money, they'll usually need more *wooing* from you (the sales representative) and will take longer to come to a final decision."

What does the term *wooing* refers to?

"First, a prospect who is just barely qualified will need more *hand-holding* from you before you can fit them up with the right product."

What does hand-holding stands for?

Answer

What makes the sales cycle longer?

Reason 1:

Reason2:

How can a sales representative make the sale cycle shorter? Elicit the 5 methods.

What is the main factor to close a sale?

Circle the 5 major steps in a sale process.

Objection
Qualifying
Introduction
Benefit

Opening
Closing
Feature
Presentation

Match the words above with the phrases

- a) _____ Identifying if the prospect client has the need to use your product or service
- b) _____ Introducing yourself & the company you're from.
- c) _____ an advantage a product can bring you to make its use more enjoyable or makes your life easier
- d) _____ Answering the customer questions (or refusal to buy) about the product or service.
- e) _____ Asking for an order and how many products the customer needs.
- f) _____ the characteristics of a product or service
- g) _____ Describing the features and benefits of your product or service.

Fill in the phrases or titles of articles:

Sales Pitch - sell - on sale - sold out - for sale - sold

- 1. Antiques _____ this Sunday from 10 am to 4 pm
- 2. Used Cars _____ by Owner.
- 3. How To Craft An Effective _____ - (Forbes)
- 4. Sorry, it has been already _____
- 5. How to _____ products on ibah.com
- 6. It was totally _____, the sound system was brilliant.

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