

Step 1: Connect / Re-connect

- Connect with people; sell yourself
- Build or further relationships
- Assess personal communication styles
- Assess or confirm knowledge level with respect to your products and services
- Learn about or confirm past experiences in your industry and preferences in a supplier
- Learn about their evaluation process and bigger-picture priorities
- Promote your organization on a bigger-picture level; listen more than you speak during this step
- Identify or confirm decision-making protocols and parties

Step 2: Need Assessment

- Determine what they are trying to accomplish – not what they “think they might need...”
- Identify or confirm priorities
- Assess basic, overt, personal and related interests, needs and priorities
- Comment on areas of key value, but avoid making a premature presentation... listen 60 – 75% of the time

Step 5: Present a Solution

- Based on the information you’ve uncovered in steps 1 through 4, present a solution that consists of the benefits you and your customer agreed are relevant and that will satisfy his or her needs in a prioritized fashion
- Be sure to keep your presentation interactive – listen at least 25% of the time during this step; pause, ask open-ended trial closing questions to confirm understanding as well as enthusiastic interest
- Work at balancing your presentations to include a proper combination of features presented, questions asked, benefit statements, trial closing questions, examples and testimonials
- When you’ve received several enthusiastic or positive responses to your trial closing questions you can move to Step 5; if you fail to receive positive responses, revert to Step 2

Step 6: Call to Action / Close

- Based upon the answers to your questions during Step 4 and on the level of enthusiasm, ask for an appropriate next step; this might include placing an order or commitment, a follow-up meeting or an agreement to recommend your solution if your audience does not have final decision-making power
- When we fail to ask for a next step, customers and prospects tend to think less of our offer

Steps 7: Provide Solution

- Do what you said you would do; be an ambassador for your customer

Step 8 & 9: Post-Call Review & Re-connect...

- Follow-up to confirm customer satisfaction; stay in touch until new opportunities can be identified; the process never ends...



The Never-ending Selling Process

Follow-up is the “glue” that keeps the process together & moving forward...

Step 3: Establish Needs

- Confirm your assessment – be sure your customer recognizes the same needs and priorities you’ve assessed
- Listen at least 60% of the time

Step 4: Trial Close

- Use trial closing questions – *i.e., questions that seek opinions versus decisions* – to make sure you and your customer are on the same page