MASTERMIND
CONSULTING NETWORK
515 Tilton Drive, Tecumseh, MI 49286
Phone: 517-423-2943
www.mastermindconsult.net

Selling Systems

A selling system is composed of two elements, first WHAT you do, and then HOW you do it! The WHAT is the predetermined element of the process and includes exactly what you will say, the materials you will use when you say it, and the dress standards you will observe in you meetings with prospects.

The how is what you, the sales person, will b ring to the process. This includes how you say it, how you use it when you say it and your demeanor when you say it.

These two elements merge in the selling process to produce a much more extraordinary result then you could ever achieve left to your own devices.

A typical Selling System is actually a series of three interrelated steps which are detailed by a series of scripts that define the entire interaction between the salesperson and the prospective customer.

1. Appointment Setting
2. Needs Analysis
3. Solutions Presentation

Appointment Setting

Most sales people fail at the beginning because they don't realize the purpose of the appointment setting activity. They believe that the purpose is to qualify the customer and ascertain whether or not he is a viable prospect. It's NOT!

The purpose of Appointment Setting is only to make an appointment. It moves the prospect from where he is to a place where you can do a NEEDS Analysis which involves learning about his business, establishing credibility, and most importantly learning about the prospects' TOP FIVE CHALLENGES! It is a series of words that engage the prospect by speaking primarily about the product you have to sell in terms of what it can do for him.

For Example:

Hello, Mr. Smith, I'm ____________ with ___________. Have you seen the remarkable new things that are being done to create strong sales in our down economy?

What new things?

That's exactly why I called. May I have a moment of your time?

The appointment presentation tells the prospect that there are things going on in the world – "REMARKABLE NEW THINGS" – that he doesn't know about (he's out of control), but he can now become familiar with them (gain control) by just spending a few minutes with you! His emotional commitment is already made. All he needs now is to find the rational arguments that support it. That's your job as the sales person, and its why the appointment will be made.

Needs Analysis

The first thing you do in a Needs Analysis is to repeat what you said in the Appointment Setting to reestablish emotional commitment.

"Remember Mr. Smith, when we first talked I mentioned that some remarkable new things were going on in the world to generate new sales in a down economy?"

The second thing is to tell the prospect how you would like to proceed to fulfill your promise to him and this begins with establishing your credibility by communicating your company's expertise and also your personally willingness to do whatever is necessary to utilize that expertise on his behalf. Next you describe the company's system, why it works well, and the impact it will have on the prospect and his business.

At this point you will ask the prospect to complete a brief questionnaire which includes listing his TOP FIVE CHALLENGES. After which, you provide information on his areas of concern and show him how relevant it is to his situation and to the report that you will be preparing for him.

The meeting is concluded by making an appointment to return with your analysis and report that will have some valuable solutions for him – at no cost – and that you will take whatever time is necessary to help him understand those solution, whether he decides to implement them or not! Upon the completion of the Needs Analysis, you will have made an appointment that will bring you to the Solutions Presentation.

Solutions Presentation

The Solutions Presentation is the easiest component of the MCN Selling System because if you've done the job effectively up to this point, the sale is already made.

Most salespeople think that selling is *"closing",* but it isn't! Selling is *"Opening"* which is what the Needs Analysis does. It opens up the prospect to a deeper experience of his frustration and to the opportunities available to him by going through the questioning process with you.

YOU NOW HAVE SOMETHING TO GIVE HIM. In other words, by knowing you, your prospective customer is going to be on the inside in the winners circle with people who are in the know, who will treat him as the important person he is, who are business *"pros"* and he will now be able to regain control over his life! He is going to get all of this without paying a lot for it! What more could anyone ask for?

The Solutions Presentation simply provides the rational arguments that support the emotional commitment he has already made. It brings the prospect up to date by reviewing all the compelling things we covered in the Needs Analysis that he may have forgotten by now, but he won't forget them for long. They are a part of him and we have just reminded him of that fact.

Then review in great and earnest detail the prospective customers Needs Analysis report. You must ask questions to make certain that the prospect feels that this is his report, not your report. When that's done, ask him this question: *"Of the options we've suggested here, which do you feel would best serve you right now?"* Then wait for the answer because, the next person who speaks is going to make a purchase. If that person is you, you are going to buy a *"no sale".* That's all there is to it except for writing up the SALE! But if the system is going to work for you, you must be willing to go through it the same way every single time. By doing it the same way every time, you will not be a selling person, but a selling system!

A system for predictably producing a result that was formerly unpredictable. You will be able to tell just how predictable it is through the use of Information Tracking.

Information Tracking

Information Tracking should provide you with the following information:

- The number of new sign ups per month
- The number of sales meeting hours per month
- The total dollars of new sign ups per month

The information should be recorded on a weekly time card. It tells you an astonishing number of things. It tells you the rate of conversion in our selling process. It tells you where a particular person needs help and who is "*on the system*" – that is, using the system – and who is off the system. This information enables you to track the cost of making a sale. In short, it tells everything you need to know.