

Current times require Care and Nurturing of your Sales Teams

by Jamie Klein

How do you think your sales people are thinking about making sales during these times?

Does it matter what they are thinking? Can you make a difference in the way they think? If you can, how do you do it and what does that mean as far as more potential sales?

I have said many times, over and over again "it is the six inches of gray matter between the ears of your sales agents that makes a big difference in your profitability". The way your sales people are currently thinking about making sales, has everything to do with the way they feel and act, which has a great deal to do with how effectively they present your product. We all understand that the way sales people present your product has a direct effect on the amount of sales you will produce. For this and many other reasons, you cannot ignore the way your sales people are thinking about making sales. Especially during difficult times otherwise you will never reach your full sales potential.

I can assure you that your sales teams more than ever feel the pain of the times. The question is what you are doing to stimulate the way your sales people think before they present your product? If you do not have a well planned program to enhance this process I think you are taking a big risk.

As a developer or leader of a Sales and Marketing organization, the most important sale you have is to the sales people. If you do not do an outstanding job in selling your sales people about the value and importance of your product TODAY you will leave sales on the table.

I would like to share what we at Lore Institutes are doing as a company for our clients to ensure their sales teams are provided the direction, care and nurturing in the way they are thinking during these times.

First, as described in the best-selling book *Lead Domination*, there are eight sales sequences we feel you must have for success in today's market. They are:

1. Warm Up
2. Intent
3. Discovery
4. Product Presentation
5. Model Presentation
6. Gaining Commitment
7. Sales Follow-up
8. Sales performance reviewing

For the purpose of this article, rather than focusing on how you would present these eight sequences to your clients I would like to focus on how each of these sequences must be sold to your sales teams. This is something we find very few sales and marketing teams are doing. We believe selling your sales team first is a must in developing your key selling strategies. By providing your sales

team the emotional support they need, you can redirect the way they think and have them selling more today. A key to success is ensuring your sales team has the right mind set before they start to present your product.

1 Sequence One: Warm-up

Here you need to spend some quality time with you sales agents on things that do not pertain to work. You need to Warm-up to their personal life and understand the things that are the most important to your individual sales people. Whatever these may be you need to understand them and work with your sales people in any way you can to help support these important items. This process gives your sales people the feeling that you care about what is important to them as a person and not just about their making sales. If you do this and take time to review this subject matter from time to time you are on your way to supporting the way your sales team is thinking. Show sales teams that you care and are interested in what is important to them this will help them be more motivated to perform for you.

2 Sequence Two: Intent Statement

Here you should focus on the intent you have for your sales agents and the intent your agents has for you as far as sales. What are the goals of your individual sales agents and how are you supporting these goals. What are the minimum levels they need to maintain and what are the optimal levels of success your sales agents desire to achieve. Once you have done this, you can then set targets and goals with your sales agents together. These are personal goals between you and them. Then between the two of you put together a plan of action for hitting these goals. If you put this in writing, this is called the intent statement. The idea is your sales agent's intent is to hit these sales goals and you will support the sales agent in the following way. Work with them on their successes and non-successes to help your sales agents navigate through the times. This level of attention and support will create more positive thoughts within your sales teams.

3 Sequence Three: Discovery

This is a very interesting sequence. You will need to work closely with your sales agent to ensure that the Discovery is the best that it could be. Make sure you and your sales agents work together to understand the important questions that need to be asked, why you are asking them and what you will do with the answers. This is purely partnering with you sales agent to make the discovery sequence the best it can be in both of your views. Sales agents will enjoy your personal support through this sequence and it will help them understand this part of the sales process better. Helping sales agents sell more always improves the way they think.

4 Sequence Four: Product Presentation

What support are you giving you sales agents to get them excited about selling your product during these challenging times? This

is a must! I would focus on why so many people have said yes to your product. Weather you have 2 owners or 200 owners you need to know the reasons they purchased your product. Then work with your sales team on creating a list that has all the compelling reasons people should purchase your product. This sequence is very important in the way your sales agents think. Get excited with them about all the reasons why people should purchase your product now.

Here is the key. Create a document listing all of the reasons so the sales agent can review each of them with their clients. Highlight the ones the clients feel are most important to them and their families.

The sales agents should introduce this by saying, "let me share with you what the owners that purchased this product have told us are the most important aspects to them and why they purchased". Then I would like to see which of these are the top two or three for you and your family.

This is great for giving your sales agents support and for getting their clients involved in selecting the most compelling part of your offering. This will change the way your sales agents think about your product.

5 Sequence Five: Model Presentation

Work with your sales agents in defining the best way to experience, the touch, feel, smell and sound of your product for the client. This can be fun and really helps the sales agents thinking about the product they are selling. It is also important to ensure that the product they are showing will be in perfect shape for their customers to view. This is a total team responsibility and everyone needs to take care to make sure when they leave the model, it looks as good as it did when they entered for the next person to view.

6 Sequence Six: Gaining Commitment

In today's world I find that the sales people need help here most of all. I am always surprised to discover how many clients are not asked a final closing question at the end of the presentation. Some sales agents are very sensitive to the smallest objection during this part of the presentation.

We structure this sequence with two trial closes that provide your sales agents with direction on where their customer is at in the selling process. Then, we help them develop how they will ask their final closing question. This is followed closely by support on how to handle ALL objections and excuses they may hear in today's world.

Due to the amount of information that needs to be covered in this area, our next article will focus on The Gaining Commitment Sequence, handling objections and excuses.

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7 Sequence Seven: Follow-up
Follow-up is more critical than ever in difficult times. Many times, customers will want your product but cannot purchase due to their present circumstances. For this reason, it is important that your sales team understand the value of good follow-up. Make this process fun and rewarding for your sales team and give them support and encouragement along the way.

8 Sequence Eight: Sales Review—"Care and Nurturing"
There should be monthly and quarterly reviews to check on how your sales teams are doing especially how they are thinking about hitting their sales goals.

Always remember the way your sales agents THINK has everything to do with the way they FEEL and this has everything to do with the way they ACT. The way they act has everything to do with the way they PRESENT. The way they present has everything to do with the amount of sales you make. This all starts with focusing on the way your sales agents are THINKING.

Jamie Klein is the President and CEO of the Lore Institute, a sales and marketing consulting company that specializes in lead management and assisting companies to improve their profitability. In his new book "Lead Domination", Jamie Klein covers in detail the information discussed above - as well as 20 other sales and marketing strategies! Jamie has over 30 years experience in the lead management sales and marketing profession. He has launched luxury ownership business enterprises, lead management initiatives, and sales and marketing operations for luxury brands including the Marriott, the Four Seasons, and St. Regis. He speaks frequently at national conferences and is one of the premier real estate sales and marketing experts in North America. For more information about the Lore Institute, hiring Jamie as a speaker or to purchase "Lead Domination", please go to www.LoreInstitute.com.

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