

INGRAM / LAFORGE / AVILA / SCHWEPKER / WILLIAMS 3

7 SELL

Sales Dialogue: Creating and Communicating Value

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Keys to Effective Sales Dialogue 7

- 1 Are planned and practiced by salespeople
- 2 Encourage buyer feedback
- 3 Focus on creating value for the buyer
- 4 Successfully communicate value gain
- 5 Engage and involve the buyer
- 6 Support customer value through objective claims

Good salespeople are very much like surgeons in that they are serious in what they do and leave nothing to chance.

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Encouraging Buyer Feedback 7

EXHIBIT 7.2
Illustrative Examples of Check-Backs

- "How does this sound to you?"
- "Does this make sense to you so far?"
- "Would this feature be useful to you in your current operations?"
- "What do you think?"
- "So is this something that would be valuable to you?"
- "Isn't that great?"
- "Do you like this color?"
- "From your comment, it sounds like you would want the up-graded memory, is that correct?"
- "Does that answer your concern?"
- "Would this be an improvement over what you are doing right now?"
- "Is this what you had in mind?"

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Interesting and Understandable Sales Dialogue 7



Verbal Support

- [Voice Characteristics, gesture](#)
- [Examples and Anecdotes](#)
- [Comparisons and Analogies](#)

Sales Aids

The use of printed materials, electronic materials, and product demonstrations to engage and involve buyers.

Having a Smartphone is like having your own personal secretary.

This Smartphone has the same features as these other phones yet it costs 20% less.

Interesting and Understandable Sales Dialogue 7

EXHIBIT 7.3
Reasons for Using Sales Aids

- Capture prospective buyer's attention.
- Generate interest in the recommended solution.
- Make presentations more persuasive.
- Increase the buyer's participation and involvement.
- Provide the opportunity for collaboration and two-way communication.
- Add clarity and enhance the prospect's understanding.
- Provide supportive evidence and proof to enhance believability.
- Augment the prospect's retention of information.
- Enhance the professional image of the salesperson and selling organization.

Interesting and Understandable Sales Dialogue 7

EXHIBIT 7.4
Tips for Preparing Visual Materials

- Visual materials should be kept simple.
- When possible, use phrases and let the buyer's mind complete the sentences.
- Use the same layout and format throughout to tie the presentation together.
- Check for typographical and spelling errors.
- Use colors sparingly and for functional rather than decorative purposes.
- Leave plenty of white space; do not crowd the page too full.
- Each visual should present only one idea.
- Target using a maximum of seven words per line and seven lines per visual.
- Where possible, use graphics (charts and graphs) rather than tables.
- Use bullet points to emphasize key points.
- Never read the presentation directly from the visual.
- Clearly label each visual with titles and headings to guide the prospective buyer.

Working with Sales Aids: 7

- S State selling point & introduce the sales aid
- P Present the sales aid
- E Explain the sales aid
- S Summarize



[Video Exercise](#)

Interesting and Understandable Sales Dialogue 7

EXHIBIT 7.5
Guidelines for Product Demonstrations

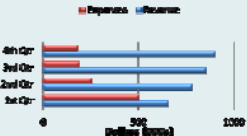
- Assure the appearance of the product is neat and clean.
- Check for problem free operation.
- Be confident and able to demonstrate the product skillfully.
- Practice using the product prior to the demonstration.
- Anticipate problems and have back-up or replacement parts on hand.
- Make sure that setup and knockdown are easy and quick.

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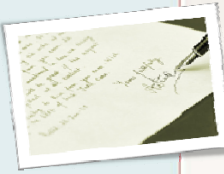
Supporting Product Claims 7

Proof Providers

- Statistics – Facts that lend believability to product claims.
- Testimonials – Statements from satisfied customers of the selling organization's products and services
- Case Histories – A testimonial in a story or anecdotal form.



Quarter	Expenses (Millions)	Revenues (Millions)
4th Qtr	~150	~450
3rd Qtr	~100	~500
2nd Qtr	~120	~550
1st Qtr	~180	~500



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Group Sales Presentations

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Sales Tactics for Selling to Groups

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- Arrival – Arrive and setup before the buying group.
- Eye Contact – Make periodic eye contact with each member of the buying group.
- Communication – Solicit opinions and feedback from each member of the buying group and avoid taking sides.



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Handling Questions in Group Presentation

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- Listen carefully and maintain eye contact with the person asking the question.
- Repeat or restate the question as necessary to ensure understanding.
- Answer each question succinctly and convincingly.



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