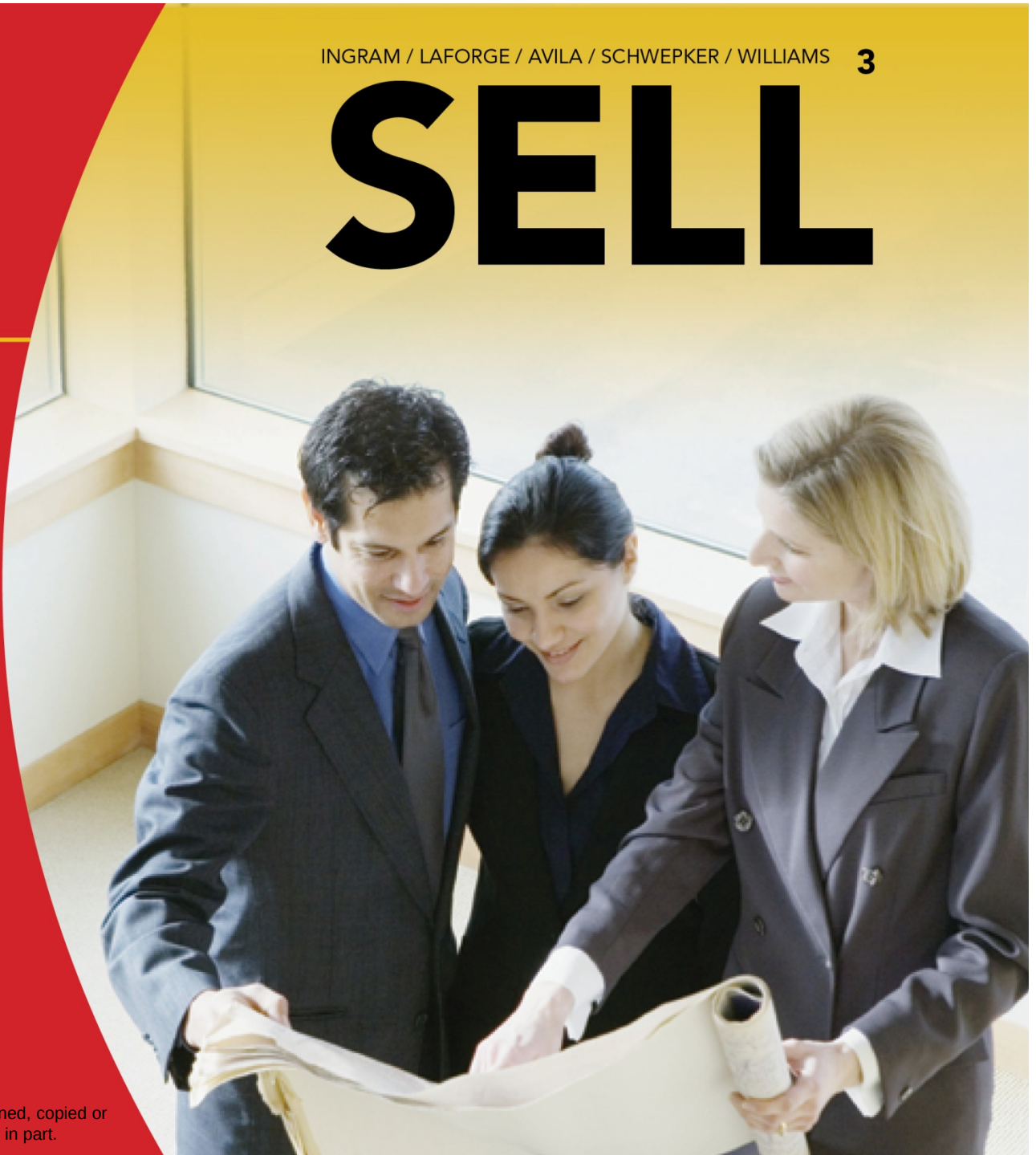


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INGRAM / LAFORGE / AVILA / SCHWEPKER / WILLIAMS 3

SELL

Planning Sales Dialogues and Presentations



Sales Dialogue

Business conversations between buyers and sellers that occur as salespeople attempt to initiate, develop, and enhance **customer relationships**.



Sales dialogue occurs over time and includes sales calls and other forms of buyer-seller communication.

Customer-Focused Sales Dialogue

6

Initiating
Customer
Relationships

Developing
Customer
Relationships

Enhancing
Customer
Relationships

Customer-Focused Sales Dialogue

Sales Calls

Need
Discovery

Sales
Presentations

Follow-Up;
Build More
Value

Sales dialogue occurs over time and includes sales calls and other forms of buyer-seller communication.

Throughout the process, selling strategy must focus on **customer needs** and **how the customer defines value**.

Sales Communications Formats

6

EXHIBIT 6.1

Types of Sales Communications

Canned Presentations

- Include scripted sales calls, memorized, and automated presentations
- Can be complete and logically structured
- Do not vary from buyer to buyer; should be tested for effectiveness

Written Sales Proposals

- The proposal is a complete self-contained sales presentation
- Written proposals are often accompanied by sales calls before and after the proposal is submitted
- Thorough customer assessment should take place before a customized proposal is written

Organized Sales Dialogues and Presentations

- Address individual customer and different selling situations
- Allow flexibility to adapt to buyer feedback
- Most frequently used format by sales professionals

Little training is required;
inflexible/not customizable;
difficult to build trust

Some training is required;
customizable while being
written but not once
delivered; may be perceived as
more credible

Extensive training is
required; customizable;
interactive; fosters trust

Written Sales Proposal

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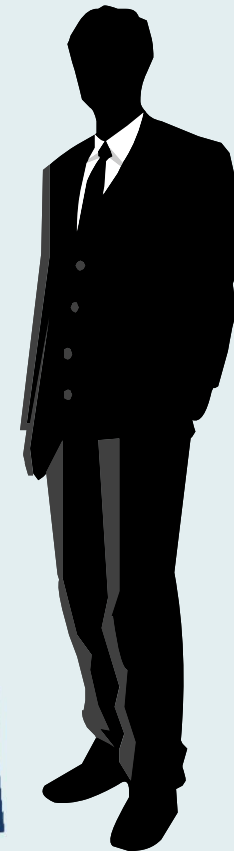
EXHIBIT 6.2

Tips for Creating Effective Sales Proposals

- When writing a proposal, pretend you are one of the buyer's decision makers and decide what you need to know to make a decision.
- Think of the proposal as an in-depth conversation with the buyer's decision makers.
- Give the decision makers all of the information they need to make an informed decision.
- Avoid boilerplate proposals that use the same wording for all customers.
- Avoid so-what proposals that do not give customers the financial justification for buying your product.
- Realize that you must educate the buyer and provide information accordingly.
- Ensure that your proposal has a logical flow that the customer can easily follow.

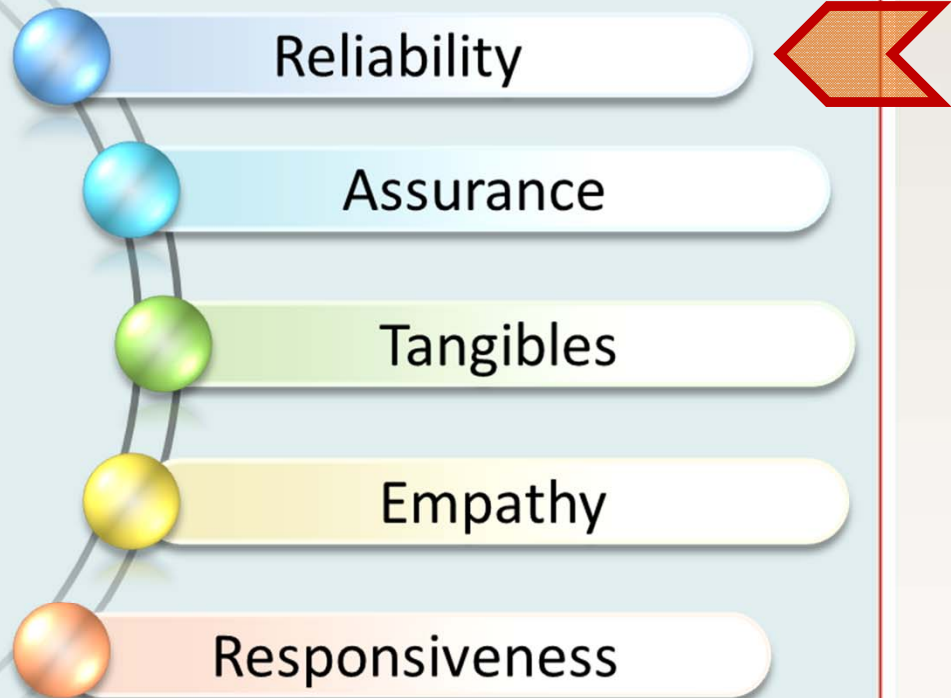
Components of a Written Proposal

6



The quality of a salesperson's written document is a surrogate for that salesperson's competence and ability.

Evaluating Sales Proposal (Five Important Dimensions)



Organized Sales Dialogues

6



Conversations over multiple encounters including sales calls, phone calls, email, etc.



Conversations are customized based on each customer's unique characteristics.



May include standardized marketing communications material.

Sales Dialogue Template

6

EXHIBIT 6.4

Sales Dialogue Template

1. Prospect Information

A. Company Name: _____ Type of Business: _____

Key-Person Information

B. Prospect's Name (Key Decision Maker) _____ Job Title: _____

C. Other people involved in the purchase decision:

Name(s)/Job Title	Departments	Role in Purchase Decision

2. Customer Value Proposition: A brief statement of how you will add value to the prospect's business by meeting a need or providing an opportunity. Include a brief description of the product or service:

A. Product/Service that delivers value:

B. Value Proposition Statement:

3. Sales Call Objective (must require customer action such as making a purchase, supplying critical information, etc.):

Continued

Sales Dialogue Template (cont.)

6

EXHIBIT 6.4

Sales Dialogue Template—Continued

4. Linking Buying Motives, Benefits, Support Information, and Other Reinforcement Methods.

(Repeat for each person who will be involved in the upcoming sales call.)

A. <i>Buying Motives:</i> What is most important to the prospect(s) in making a purchase decision? Rational motives include economic issues such as quality, cost, service capabilities, and the strategic priorities of the prospect's company. Emotional motives include fear, status, and ego-related feelings. List all relevant buying motives in order of importance.	B. <i>Specific Benefits Matched to Buying Motives:</i> Benefits to be stressed are arranged in priority order (sequence to be followed unless prospect feedback during the presentation indicates an alternative sequence). Each benefit should correspond to one or more buying motives.	C. <i>Information needed to support claims for each benefit.</i>	D. <i>Where appropriate, methods for reinforcing verbal content (Audio/visual, collateral material, illustrations, testimonials, etc.).</i>
1. _____ _____	_____	_____	
2. _____ _____	_____	_____	
3. _____ _____	_____	_____	
4. _____ _____	_____	_____	

5. Current Suppliers (if applicable) and Other Key Competitors:

Competitors	Strengths	Weaknesses

6. Beginning the Sales Dialogue:

Plans for the first few minutes of the sales presentation:

Introduction, thanks, agenda agreement, then: begin ADAPT as appropriate or transition into other sales dialogue or presentation:

Assessment	_____
Discovery	_____
Activation	_____
Project	_____
Transition to Presentation	_____

Note: The ADAPT process may take place over several sales conversations during multiple sales calls. In other cases, it may be concluded in a single sales call, then immediately followed by a sales presentation during the same sales call.

Continued

Sales Dialogue Template (cont.)

6

EXHIBIT 6.4

Sales Dialogue Template—Continued

7. Anticipated Prospect Questions and Objections, with Planned Responses:

Questions/Objections	Responses

8. Earn Prospect Commitment

A preliminary plan for how the prospect will be asked for a commitment related to the sales call objective:

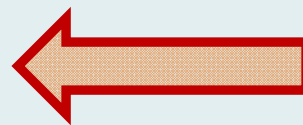
9. Build Value through Follow-Up Action

Statement of follow-up action needed to ensure that the buyer-seller relationship moves in a positive direction:

Creating a Value Proposition

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**Value
Proposition**



Buying Motives

- **Rational**
Typically relate to the economics of the situation, including cost, profitability, quality, services offered, and the total value of the seller's offering as perceived by the customer.
- **Emotional**
Includes motives such as security, status, and need to be liked; sometimes difficult for salespeople to uncover these motives.



Features and Benefits

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Feature

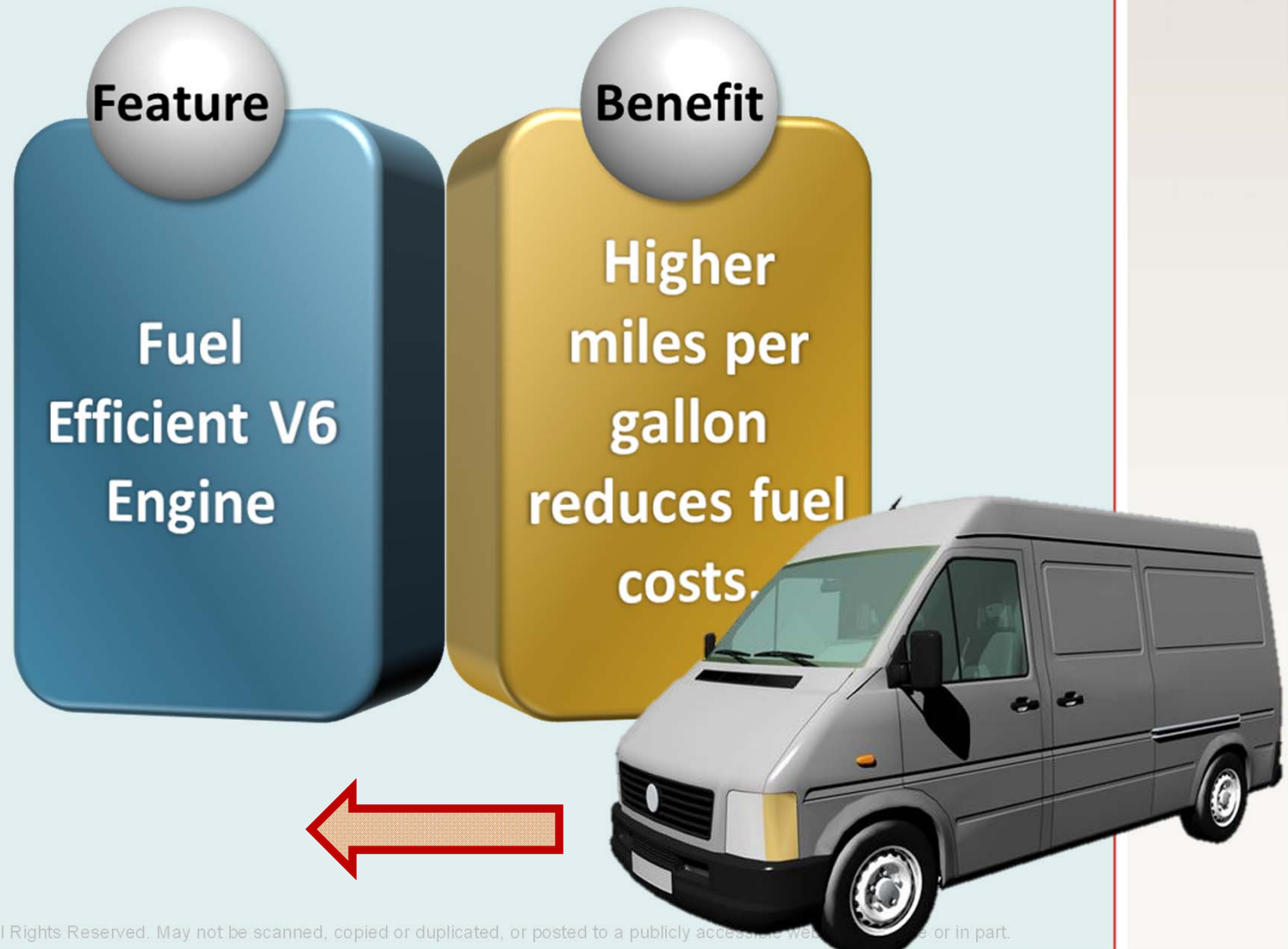
A quality or characteristic of a product or service that is designed to provide value to a buyer.

Benefit

The added value or favorable outcome derived from features of the product or service seller offers.

Features and Benefits

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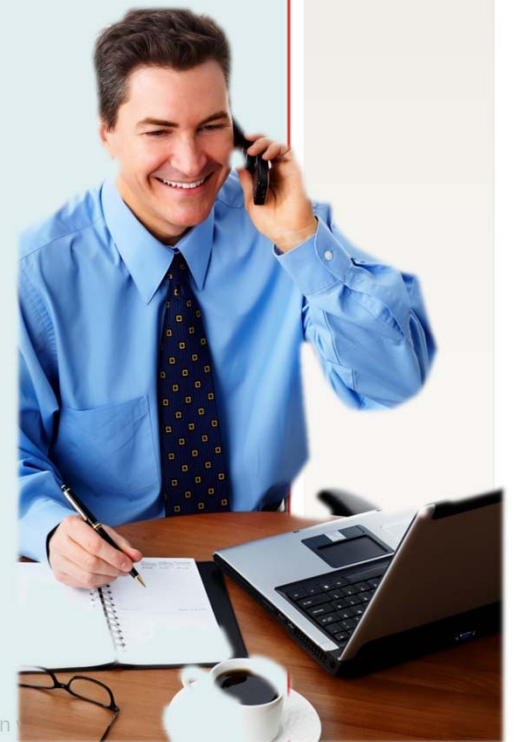


Engaging the Customer

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Request an appointment

- Give the prospect a reason why an appointment should be granted
- Request a specific amount of time
- Suggest a specific time for the appointment



Exercise

6

- select a real product to be sold to a real prospect
- identify at least two key buying motives for the prospect
- complete the Sales Dialogue and Presentation Planning Template.