

Advanced Professional Selling Skills

SALES SKILLS TRACK



**Presented
by
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PROFITS PLUS
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Advanced Professional Selling Skills

Who are you?

Who is your competition?

What do they sell?

What do you sell?

Breaking the sound barrier of customer service.

You speak at _____ words per minute (WPM)

They hear at _____ words per minute (WPM)

Questions that you ask are designed to assist.

They allow you the _____

Require the customer to _____

We say:

This has a 6-year warranty.

The quality is well worth the price.

All you have to do is keep it clean.

Improving your questions

Improve – Identify information that can have multiple meanings

State – Repeat the multiple meaning information with your definition

Target – Get the confirmation of your definition

Extras – Listen for additional information that their response gives

Listen with the intent to understand, rather than with the intent to respond.
—Stephen Covey

What is the message that Covey is sharing?

Adding the subtle touch to the questions

Distance – “up close and personal”

Public area Range Activity

Social

Personal

Intimate

Body language

Our message is received by:

_____ % words we choose

_____ % the tone of our voice

_____ % body language

Body language

I am open

I am willing to cooperate

I am confident

I am defensive

I am insecure

I am nervous

I am frustrated

Personal appearance suggestions

Attire

Color schemes

Hair and makeup

Jewelry

Pen

Individual connection – what they are saying

1. Rubbing
2. Scratching
3. Concentrating
4. Showing
5. Listening
6. Checking
7. Asking for clarification
8. Asking for payment

Questions and statements:

Are there any extra charges?

What charge cards do you accept?

Will this go on sale soon?

My spouse will kill me for this!

**Making persistence pay off
(The postcard technique) 31361**

3 days _____

1 month _____

3 months _____

6 months _____

1 year _____

Who are you?

The three questions

Who are your competition?

What do they sell?

What do you sell?