

SALES TRAINING BASICS

A Primer for Those New to Selling

Elwood N. Chapman



THE FIFTY-MINUTE SALES TRAINING PROGRAM
– Revised –

SALES TRAINING BASICS

REVISED EDITION

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WARNING

**FAILURE TO LEARN THESE
SELLING TECHNIQUES
COULD BE HAZARDOUS
TO YOUR WEALTH.**

CRISP PUBLICATIONS, INC.
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SALES TRAINING BASICS

A PRIMER FOR THOSE NEW TO SELLING

REVISED EDITION

(Previously published as The Fifty-Minute Sales Training Program)

CREDITS

Editor: **Michael Crisp**

Designer: **Carol Harris**

Typesetting: **Interface Studio**

Cover Design: **Carol Harris**

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PREFACE

Anyone who has customer contact can improve the productivity of his or her organization through the application of the selling techniques in this practical guide. Although ideal to read at the point of employment for those inexperienced in sales, this book is also effective with more experienced employees who wish to review their selling skills.

This book is easy to administer in a program. For individualized instruction, all you need is an employee, a pencil, a chair, and fifty minutes. Because of the low cost, each employee can keep the guide for review and further study. Short seminars or workshops can also be built around the guide.

As you travel through the SALES TRAINING BASICS you will discover a series of lively involvement exercises. These teach the techniques of professional selling, and also stress the importance of a positive attitude. It should go without saying that a positive attitude is a key to the development of effective selling skills.

ABOUT THIS BOOK

SALES TRAINING BASICS is not like most books. It stands out from other self-help books in an important way. It's not a book to read, it's a book to *use*. The unique "self-paced" format of this book and the many worksheets, encourage a reader to get involved and, try some new ideas immediately.

This book will provide an awareness and understanding of the basics of selling. Using the simple yet sound techniques presented can help any person new to sales better understand the concepts of what is involved in the selling process.

SALES TRAINING BASICS (and the other books listed on page 55) can be used effectively in a number of ways. Here are some possibilities:

—Self Study. Because the book is self-instructional, all that is needed is a quiet place, and some time. By completing the activities and exercises, a reader should receive practical ideas about how to handle a sales situation regardless of experience.

—Workshops and Seminars. The book is ideal for assigned reading prior to a workshop or seminar. With the basics in hand, the quality of the participation will improve, and more time can be spent on concept extensions and applications. SALES TRAINING BASICS is also effective when it is distributed at the beginning of a session and the participants "work through" the contents.

—Remote Location Training. Books can be sent to those not able to attend "home office" training sessions.

There are several other possibilities that depend on the objectives, program or ideas of the user.

One thing for sure, even after it has been read, this book will be looked at—and thought about—again and again.

TO THE READER

In approximately fifty minutes you will understand many of the secrets of professional selling. What you learn, and the changes you make after completing this program, are far more important than the time it takes to finish. *Do not read so fast that you miss something.*



Selling should be fun and exciting. You should enjoy it much the same way you do with a favorite sport or pastime. But selling is also a profession with many principles, methods, and skills to be learned. So the best way to become successful at selling is to enjoy it fully, but also learn all you can about the process. It is the combination of a positive attitude and the skills you acquire that will help you become a more productive salesperson.

Good luck!

Elwood N. Chapman

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P.S. The person who provided this book wants you to enjoy it now, and keep it for future reference. If you have a problem as you proceed, return to this individual for help.

VOLUNTARY CONTRACT*

I, _____, hereby agree
(Your Name)
to meet with the individual designated below within
thirty days to discuss my progress toward incorporating the
techniques and ideas presented in this program. The purpose
of this meeting will be to *review* areas of strength and
establish action steps for areas where improvement may
still be required.

Signature

I agree to meet with the above individual on

Month

Date

Time

at the following location.

Signature

*This agreement can be initiated either by you or your superior.
Its purpose is to motivate you to incorporate concepts and
techniques of this program into your daily activities, and
provide a degree of accountability.

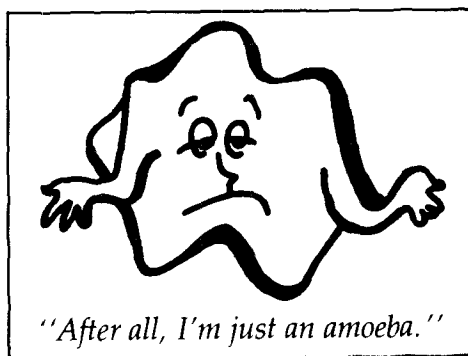
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ATTITUDE PLUS BASIC SELLING SKILLS EQUALS SUCCESS

Attitude is so important to employers that they often will hire an employee because of a positive attitude more than the level of that person's education, or previous selling experience. This happens because a positive attitude (unlike selling skills) is almost impossible to teach. Because of this, the short message below has a special meaning.

We are not always conscious that we show our mental attitudes to others. To help you become more aware of attitude, the drawings in this book have been designed to resemble the tiny amoeba which is often referred to as a beginning form of life. All of the amoeba drawings reflect common attitudes.



Their purpose in this publication is to remind you how important a positive attitude is in all selling and customer contact situations. Whether you meet a prospective customer for the first time, encounter a customer relations problem, or practice the skills you will learn in this guide, it is always good to remember **YOUR ATTITUDE IS SHOWING!** Perhaps the tiny amoeba will help remind you how important your attitude is.

E. N. Chapman

MAKE YOUR CHOICE NOW



SUCCESSSES

Those who learn and then practice accepted sales techniques.

Those who remain positive.

Salespeople who listen to their prospects.

Individuals who know the products they sell.

Salespeople who learn to manage their time and set priorities.

Those who consider themselves problem solvers.

Add your own:



FAILURES

Those who depend 100% upon their personalities.

Individuals who turn negative.

Those who do all the talking and never learn a customer's needs.

Salespeople who don't bother learning product features and benefits.

Individuals who are more interested in their commissions than their prospects.

Salespeople who refuse to learn from their mistakes.

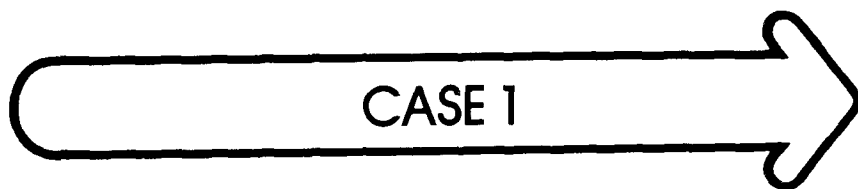
Add your own:

The difference between an effective and ineffective salesperson is usually a matter of sensitivity, sincerity, attitude, and selling skills—all of which can be learned.

Case studies help provide insights you may not already possess. Five case problems are included in this program. Please give them your careful attention.

The case on the opposite page will help you understand the personal value of sales training.

Personality obviously plays an important role in the selling process. This is why some people claim that successful salespeople are born and not made. But is personality all that is necessary? Aren't there skills that true professional salespeople use? The answer is yes. Professionals use a wide variety of techniques to approach clients, present products, answer questions, and close sales. Each selling situation requires that these techniques be adapted and skillfully used, * but the basics that everyone needs to learn remain the same.



* For an excellent book aimed at Professional Salespeople write CRISP PUBLICATIONS for information on a new book, by Rebecca Morgan.

A DECISION FOR RAMONA

Ramona, now 27 with two children, has decided to enter the labor market. Although she has a friendly nature and dresses with style, Ramona lacks self-confidence and has trouble initiating conversation in social situations. Yesterday Ramona was offered a sales training opportunity in a high-fashion department store. When she talked to her husband about the offer, he downplayed the job. "I think you are attracted to the glamour of working with fancy clothes and not considering how difficult it is to deal with demanding customers. You had good clerical skills at one time, why not brush up on them and look for an office job?"

The following morning Ramona talked the job offer over with her good friend Marci. After hearing Ramona's description, Marci was enthusiastic about the opportunity. "It seems ideal to me, Ramona. You have never been in a situation where you have to meet new people and this job will help you learn to be more outgoing. The job is kind of a personality development school where you will learn to deal effectively with all kinds of people. Since you know clothes, it should be easy. In my view being trained as a professional salesperson will benefit you in your future career choices. The person who offered you the job must see your potential. Go for it!"

I agree with Ramona's husband.

I agree with Marci.

Please turn to page 54 and compare your thoughts to those of the author.

IF YOU HAVE CUSTOMER CONTACT, YOU HAVE SELLING OPPORTUNITIES

When you think of professional selling positions in retail stores, insurance and real estate firms, or in direct home selling (Avon calling!) you expect these individuals have received formal sales training. But what about bank tellers, receptionists, supermarket checkers, food servers, hotel clerks, flight attendants, or telephone service representatives? Could they also benefit themselves and their organizations with sales training?

The answer is an unqualified yes. Most employees, whether they recognize it or not, engage to some degree in the selling process. For example, bank tellers and loan officers may not sell tangibles but they have a list of important services to offer customers. Anyone dealing with the public is engaged in customer relations which sells customers on returning to that organization whenever a product or service is needed.

Many of the basic selling techniques used by professional sales people are useful by anyone who has customer contact.

WHAT CAN SUCCESS IN SELLING DO FOR YOU?



In addition to a higher income; learning professional selling techniques can do many *personal* things for you. *Three* of the ten statements below are false. Place a check in the square opposite the false statements, and match your answers with those at the bottom of the page.

- ☐ 1. Dealing with customers is more exciting than the routine work involved in most other jobs.
- ☐ 2. Selling brings out the best in your personality.
- ☐ 3. Salespeople are made, not born; if you don't plan and work hard, you'll never be exceptional at selling.
- ☐ 4. Few executives start out as salespeople.
- ☐ 5. Those good at selling can often quickly improve their income.
- ☐ 6. Learning to sell now will help you succeed in *any* job in the future.
- ☐ 7. In your first sales job, what you learn can be more important than what you earn.
- ☐ 8. Selling is less demanding than other jobs.
- ☐ 9. You have less freedom in most selling positions.
- ☐ 10. A smile uses fewer muscles than a frown.

4. Many claim early selling experiences helped them become executives.
 8. Selling is more demanding because you must stay positive all the time.
 9. Most selling jobs—especially those outside—provide far more freedom than more confining positions.

FALSE STATEMENTS.

View your first selling position as an opportunity to test your personality potential.

YOUR ATTITUDE IS SHOWING

WHAT IS A POSITIVE ATTITUDE?

On the surface, attitude is the way you communicate your mood or disposition to customers or co-workers. When you are optimistic and anticipate successful encounters with others, you transmit a positive attitude and they usually respond favorably. When you are pessimistic and expect the worst, your attitude often is negative and customers will tend to avoid you. Inside your head, where it all starts, attitude is a mind set. IT IS THE WAY YOU LOOK AT THINGS MENTALLY.

YOU DO NOT NEED
TO BE AN
EXTROVERT TO
BE
SUCCESSFUL AT SELLING.

QUIET,
THOUGHTFUL PEOPLE OFTEN
ARE VERY
SUCCESSFUL.

IT TAKES PERSONAL CONFIDENCE
TO BE GOOD AT SELLING