

STRATEGIC CONCEPTS (I) PVT. LTD.



Workshop

The Science behind Art of Selling.

Chitnavis Centre, Civil Lines Nagpur

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A structured process of sales lays the foundation stone of the science of selling. The soft skills used beyond this, prepares a salesperson on the art of selling. Like other professions, Sales cannot be left to chance. The right karmas of sales will decide on the sales figures achieved in a given period of time.

Please answer the following questions with the right choice of your answer.

1. Which of the following is the best way to answer the question from a customer?
 - a) By giving the right answer
 - b) By asking a relevant question(s) till all queries are satisfied
 - c) By behaving as if one does not know the answer
 - d) It depends on the customer
 - e) None of the above
 - f) All of the above

2. What is the role of a sales person?
 - a) Player
 - b) Coach
 - c) Referee
 - d) Spectator

3. Why is it so important to become Shivaji Maharaj of your area?
 - a) To win
 - b) To be brave
 - c) To know the territory very well
 - d) None of the above
 - e) All of the above

4. What is the MNOC (Minimum no of Calls/day) that you should make?
 - a) 5
 - b) 10
 - c) 15
 - d) 20
 - e) Depends on your Hit Ratio and Sales Target
 - f) None of the above
 - g) All of the above

5. How does one generate more and more leads?
 - a) Direct Calling
 - b) Reference Selling
 - c) Cross Selling
 - d) Direct Mailing
 - e) SMS Blast
 - f) Email campaign
 - g) Whats App campaign
 - h) Member Get Member(MGM)
 - i) All of the above
 - j) None of the above

6. In Action Selling System, what are the 5 Buying Decisions that a customer is required to take?

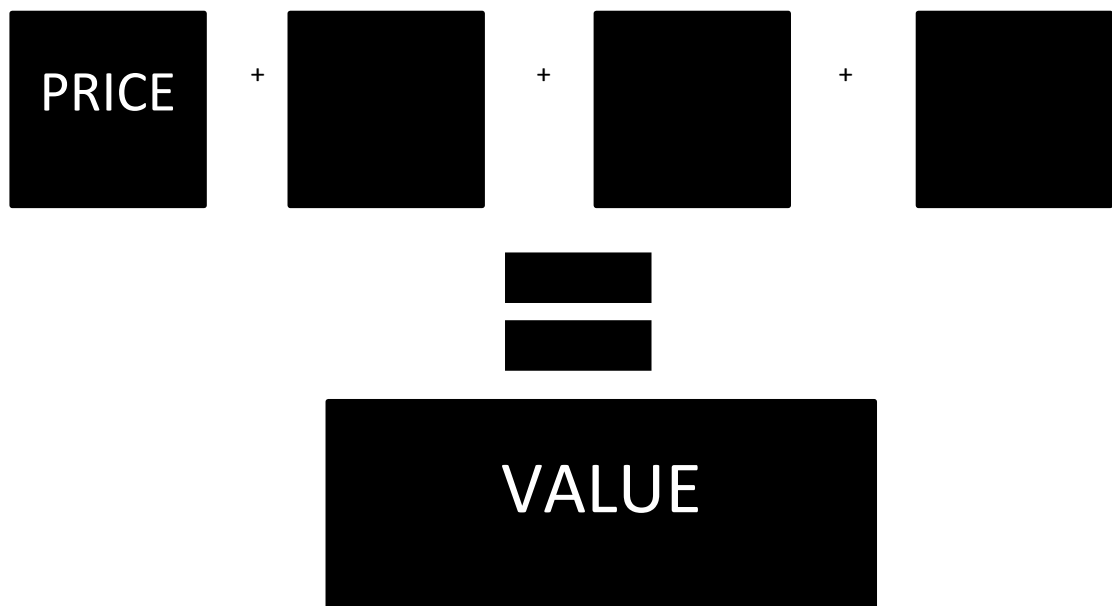
1. _____
2. _____
3. _____
4. _____
5. _____

7. Which of the following trait of a salesperson is most loved by a customer?

- a) Polite and well mannered
- b) Has very good product knowledge
- c) Welcomes “No” as a good answer from the client and knows how to handle this objection
- d) Is very educated and knowledgeable
- e) Speaks very good English

8. Give one strong reason due to which your customers should deal with Osborn-Lippert?

9. Please complete the following equation.



10. Please complete the following FAB chart for your range of products :

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 Which out of these 9 acts of sales is most crucial to you and why?

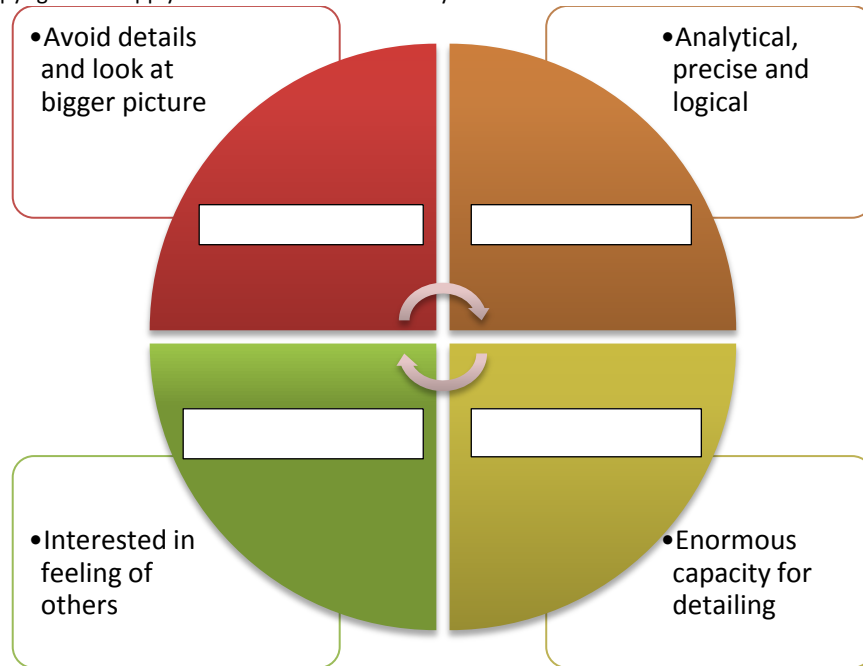
12. What is the most important input from your side to fulfil each act of sale explained in Action Selling System?

S.No.	Act of Sale	Salesperson's input towards the act of sale
1	Commitment objective	<i>MNOC</i>
2	People Skills	<i>PQ</i>
3	Ask the best questions	<i>Hard Disk Related first</i>
4	Agree on Need	<i>From-To</i>
5	Sell the company	<i>Differentiator</i>
6	Sell the product	<i>7S</i>
7	Ask for commitment	<i>ABC</i>
8	Confirm the Sale	<i>Timeframe</i>
9	Replay the call	<i>Serve</i>

13. Why is it so important to “differentiate” you, your product and your offer in the market?

- a) To sell more
- b) To sell at a higher price and higher profit margin
- c) To gain brand equity
- d) To gain market share
- e) To allow the customer to listen seriously to you in a sales call and giving you the opportunity to take the sales process further.

14. What are the different types of customers and how do you create your “differentiator” sales pitch with each type?



15. How do you add life to an inanimate object while selling the same? Let us conduct a role play on this subject by taking real life examples of products that you deal in your daily life.

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11. Price is not a differentiator. Customers however do try to create price as a differentiator between two like products. What are the three strategies that you can use to counter this behaviour of the customer?

- a) _____
- b) _____
- c) _____

12. What is the right signal that prods you to ask for an order?

- a) Customer looks very satisfied.
- b) You are able to answer all the questions of the customer.
- c) You have been able to establish your superiority over your competitors
- d) Your product or service can fulfil the needs of the customer
- e) All of the above
- f) None of the above
- g) _____

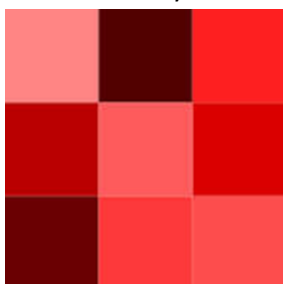
13. Typically, an order closing requires a salesperson to close 5 things in a particular sequence. Please mention the 5 closing deliverables in its right sequence.

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____

14. Why is it important for a salesperson to understand that while discussing your product with the customer, you should speak in the language of benefits and not Features?

- a) Features are not conclusive
- b) Features , may at times, become too technical for a non-subject matter expert to understand
- c) Once the customer understands the features, ultimately he translates them into “Benefits” before taking a decision. Features are a means to the end.
- d) All of the above
- e) If you have any other answer

15. If I want to buy “red” from you, which one of the following red will you give me?



16. Which of the following is true:

Price of a product or service

- a) Is a fixed point
- b) Is a range
- c) Depends on the customer
- d) Depends on the customers final choice
- e) Is not accepted without discount by a customer

17. Negotiation takes place

- a) When customer is not happy with the price and wants more discount
- b) When customer is trying to win a good deal from the salesperson
- c) When both customer and salesperson realise that they need each other and like each others product.
- d) None of the above
- e) All of the above

18. What should be there in your sales kit, whenever you go out to make a sales call ?



(Sanjay Singh)

Mr. Sanjay Singh is an alumnus of Ohio State University, USA. He did his Master's in Business Administration after completing his B.E. in Electronics and Telecommunication.

Sanjay is a corporate trainer since 1998 with Sales & Marketing, Customer Service and Human Asset Management as his core competency. He is empanelled as a Subject Matter Expert on the board of Airtel, Tata Indicom, ICICI Bank, Bosch, Delhi Public School and Godrej & Boyce. Presently, he is a visiting faculty for IIM, Kolkota besides a host of other business schools in the country.

There are publications to his credit. The most notable amongst them are "Beg, Borrow or Sell" (Macmillan), "The Silos of Customer Service" and "Learn Management on the Golf Course" (DD Publications). Sanjay is an active blogger and his articles have also featured in International Journal of Sales Management. (The Karma of Sales – July, 2011).

Presently, Sanjay is the Chief Knowledge Resource of Strategic Concepts (I) Pvt. Ltd. with its registered office at Nagpur and branches at Mumbai, Pune and Kolkota.

He runs a not for profit initiative called Parivartan in Siwan district of Bihar. Parivartan works for bridging the gap between rural child and urban child.

Sanjay is a very active member of Direct Marketing Association of India, Vidarbha Management Association, Indian Golfing Union and National Council of Educational Research and Training, Govt of India.

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