

**STOP,
ASK,
and LISTEN**

**Proven Sales Techniques
to Turn Browsers
Into Buyers**

S E C O N D E D I T I O N

K e l l e y R o b e r t s o n

STOP, ASK & LISTEN

Chapter 2 – Powering Up Your Personal Attitude

Mental Baggage

Take a moment and in the spaces below, list some of the experiences or situations that may be preventing you from moving forward. In other words, what mental baggage are you carrying around?

Action Plan

What did you learn in this chapter?

How will you apply this information?

What challenges do you anticipate?

How will you face these challenges?

STOP, ASK & LISTEN

Chapter 3 – Greeting Your Customer

Action Plan

What did you learn in this chapter?

How does this apply to what you do?

What will you do differently beginning today?

STOP, ASK & LISTEN

Chapter 4 – Uncovering the Customer's Needs

Open Ended Questioning

Change each of the following close-ended questions to an open-ended question. Open-ended questions begin with: What, Where, Why, Who, When, and How.

Will you be using this product at home?

Are you interested in this feature?

Will you be the only one using this item?

Have you been shopping for this product very long?

Is this the only store you've been into?

Do you want your product to do this?

Where will you be using this? At the office?

Here is a list of open-ended questions that will help you uncover your customer's needs.

- Why are you buying a...?
- Tell me how you use your ... in a typical week.
- How will you be using your...?
- What are you looking for in a...?
- What features are you interested in?
- Why are those features important to you?
- Who else is involved in this decision?
- How do you plan to use your...?
- What made you decide to visit our store?
- How long have you been shopping?

Record additional questions you can ask that are specific to your business. Ensure they are open-ended and begin with what, where, when, why, who, how?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Action Plan

What did you learn in this chapter?

How does this apply to what you do?

What will you do differently starting today?

STOP, ASK & LISTEN

Chapter 5 – Explaining Your Product/Service

Features and Benefits

In the spaces below, list 3 products you sell. Then record the features and the appropriate benefits.

Product:

Feature

Benefit

_____	which means	_____
_____	which means	_____
_____	which means	_____
_____	which means	_____
_____	which means	_____

Product:

Feature

Benefit

_____	which means	_____
_____	which means	_____
_____	which means	_____
_____	which means	_____
_____	which means	_____

Product:

Feature

Benefit

_____	which means	_____
_____	which means	_____
_____	which means	_____
_____	which means	_____
_____	which means	_____

Painting Mental Pictures

In the spaces below list adjectives that best describe some of the products in your store.

Product: _____

_____	_____	_____
_____	_____	_____

Product: _____

_____	_____	_____
_____	_____	_____

Product: _____

_____	_____	_____
_____	_____	_____

Product: _____

_____	_____	_____
_____	_____	_____

Tools of the Trade

In the following spaces identify some of the tools or props you can use that will help you enhance your presentation and differentiate yourself from the competition. Please don't include pens, pencils, nametags, or business cards. These are a given and should be carried by everyone at all times. Think of items that most sales people wouldn't normally use in their presentation. For example, if you sell computer products you should have examples of how each printer actually prints on a variety of paper, CD's with sound, pictures, and graphics, as well as photos to demonstrate scanning quality.

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Action Plan

What did you learn in this chapter?

What will you now do differently during your next shift?

What challenges do you anticipate?

How will you overcome these challenges?

STOP, ASK & LISTEN

Chapter 6 – Solving Objections

Personalized Responses

You should now have a better understanding of how the empathizing and clarifying process works. It's now time to get out your thinking cap and create your own responses using your words. Here are a few guidelines to consider as you work through this exercise.

1. I've provided my responses to each objection and if you are comfortable with it, don't make any changes. There's no point trying to recreate the wheel.
2. If you want to tweak it just a bit and change only a few words, do that.
3. If you would prefer to change the entire answer, then do so.

I caution you not to try overcoming the objections. Avoid statements such as, "Were you aware that...?" or "Did you know...?" or "Can I tell you...?"

"I'll think about it." Sure. I can understand that. A lot of my customers like to think about their purchase. What is it that you'd like to think about?

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"I need to check with my wife." I can appreciate that. I'm married too and I check with my wife when considering a major purchase. What concerns do you think she might have?

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"It's too expensive." I can understand your concern; it is a major purchase. Do you mind if I ask why you feel that way?

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"I'm going to look around." Sure. I think it's wise to look around before you make a final commitment. What is it that you hope to find?

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"XYZ company has it for less money" They do offer some competitive prices there. Is it that you don't see the added value of buying from our store?

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"It's more than I planned to spend." I can appreciate that. You came in with a certain budget in mind and now we're exceeding it. So you like this product; it's just more than you planned to invest, is that it?"

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"I'll be back." Great! I'm glad to hear that. Tell me, is there a particular reason you're not interested in making your decision today?

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"I don't get paid until Friday." No problem, I can appreciate your situation. So you like this product and you'd just like to wait until you get paid on Friday, is that right?

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"I'm still shopping around." I can appreciate that, I usually shop around too. What is it that you hope to find?

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"No, I don't think so." No problem. I respect your decision. Is there a particular reason you're saying that?

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Action Plan

What did you learn about overcoming objections?

How will you apply this information?

What will you do differently on your next shift?

STOP, ASK & LISTEN

Chapter 7 – Telling the Customer to Buy

Buying Signals

In the spaces below identify the clues that customers give you that indicate they're interested in making the purchase.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Customer Fears

Many customers experience certain fears or hesitations that may prevent them from making a buying decision. What fears or hesitations do you think they experience?

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Closing Questions

- Is that the one you'd like to go with?
- How will you be paying for that?
- Would you like to put this on yourcard?
- Would you like me to check on the availability?
- When would you like it delivered?
- Let me get one from the back for you.
- Which of these do you prefer?
- I'll check and see if we have it in stock.
- We have a few in stock. Would you like one?
- Can I write this up for you?
- Shall I get started on the paperwork?
- Is this the one for you?
- Can I wrap this up for you?
- Based on everything we've talked about, I think this one best suits your needs. What do you think?

These are just a few generic closing questions you can ask. In the spaces below record additional questions that may be relevant to your industry.

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Action Plan

What did you learn in this chapter?

How will you apply this information?

What are you prepared to do differently on your next shift?

What difficulties do you anticipate?

How will you deal with these challenges?

STOP, ASK & LISTEN

Chapter 8 – Selling to the Opposite Sex

Action Plan

What new information did you learn from this chapter?

What changes do you have to make to improve your overall effectiveness?

What challenges do you anticipate?

What will you do to address these challenges?

STOP, ASK & LISTEN

Chapter 9 – Maximizing Your Sales Potential

Accessorizing is part of the sales process and must be done accordingly. Don't wait until the end of the sale to begin mentioning add-on items. Incorporate them into your sales presentation. To help you get started, take a few moments and jot down some of the accessories you can suggest with specific products and the best time to discuss them with your customers.

Product	Accessory	Best Time to Discuss
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Action Plan

What did you learn about maximizing the sale?

What will you do differently on your next shift?

What challenges do you anticipate?

How will you deal with these challenges?

STOP, ASK & LISTEN

Chapter 10 – Harnessing the Power of Goals

Setting SMART Goals

In the spaces below, identify goals that are important to you. Follow the SMART method outlined in this chapter.

Short-Term (1 year or less)

Goal: _____

Goal: _____

Goal: _____

Goal: _____

Goal: _____

Goal: _____

Goal: _____

Goal: _____

Mid-Term (3-5 years)

Goal: _____

Goal: _____

Goal: _____

Long-Term (5+ years)

Goal: _____

Goal: _____

Life Goals (10-20 years)

Goal: _____

Refer to this list on a regular basis to keep your goals fresh in your mind.

Goal Setting Action Plans

Goal: _____

Action steps:

Goal: _____

Action steps:

Goal: _____

Action steps:

Goal: _____

Action steps:

Goal: _____

Action steps:

Goal: _____

Action steps:

Goal Setting Action Plans

Goal: _____

Action steps:

Goal: _____

Action steps:

Goal: _____

Action steps:

Goal: _____

Action steps:

Goal: _____

Action steps:

Goal: _____

Action steps:

Action Plan

What did you learn about setting goals that you did not know before reading this chapter?

What will you do differently starting today?

What challenges do you anticipate?

How will you address these challenges?