

PROFESSIONAL SALESMANSHIP

Chapter 8 Planning Sales Dialogues And Presentation

Lecturer: Dr. Michaella DeLeon Castillo

Philippines

LEARNING OUTCOMES

After completing this module, you should be able to:

- Learn about different methods to communicate with prospects and customers, such as canned sales presentations, written proposals, and structured sales dialogues or presentations.
- Describe the reasons why structured sales dialogues and presentations are preferred over canned presentations or written proposals.
- Review the nine elements included in the planning template for a structured sales dialogue or presentation.

LEARNING OUTCOMES

After completing this module, you should be able to:

- Describe the process of creating a customer value proposition statement.
- Connect buying motives to the benefits of the seller's offering, substantiate claims about the benefits, and reinforce verbal assertions.
- Involve the customer by scheduling appointments.

SUCCESSFUL SALES PRESENTATIONS REQUIRE PLANNING, CUSTOMER FOCUS

- **Top-performing salespeople**
- **Investment in trainings**
- **Professional service**

PLANNING SALES DIALOGUE AND PRESENTATION

- Sales call
- Sales dialogue
- ADAPT

SALES COMMUNICATIONS FORMATS

Types of Sales Communications EXHIBIT 6.1

Canned Presentations

- Include
 - scripted sales calls
 - memorized presentations
 - automated presentations
- Should be tested for effectiveness
- Must assume buyer needs are the same

Written Sales Proposals

- The proposal is a complete self-contained sales presentation
- Customer may receive a proposal and a follow-up call to explain and clarify the proposal
- Thorough 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 for sales professionals

source: Ingram, et.al. (2008) Professional Selling A trust-based Approach 4th edition. pp 161

Canned Sales Presentations

- Canned sales presentations include scripted sales calls, memorized presentations, and automated presentations.
- Canned sales presentations make an implicit assumption that customer needs and buying motives are homogeneous

Written Sales Proposals

- second basic type
- more credible than the spoken word
- permanent record of claims and intentions

Writing Effective Proposals

1. Customer does not know the seller.
2. Proposal does not follow the specified format.
3. Executive summary does not address customer needs.
4. Proposal uses the seller's (not the customer's) company jargon.
5. Writing is flat and technical and without passion.

Writing Effective Proposals

6. Generic material contains another customer's name.
7. Proposal is not convincing.
8. Proposal contains glaring grammatical errors.
9. Proposal does not address key decision criteria.
10. Proposal does not build a persuasive value proposition.

Executive Summary

- This summary precedes the full proposal and serves two critical functions.
- A question commonly asked by new salespeople refers to the length of the executive summary.

Needs and Benefits Analysis

- understanding of the customer's situation, problems, and needs.
- on how the proposed solution uniquely addresses the buyer's problems and needs

Company Description

This section offers a succinct overview and background of the firm, but the emphasis should be on the company's capabilities.

Pricing and Sales Agreement

Once this value has been established, the proposal should “ask for the order” by presenting pricing information and delivery options.

Suggested Action and Timetable

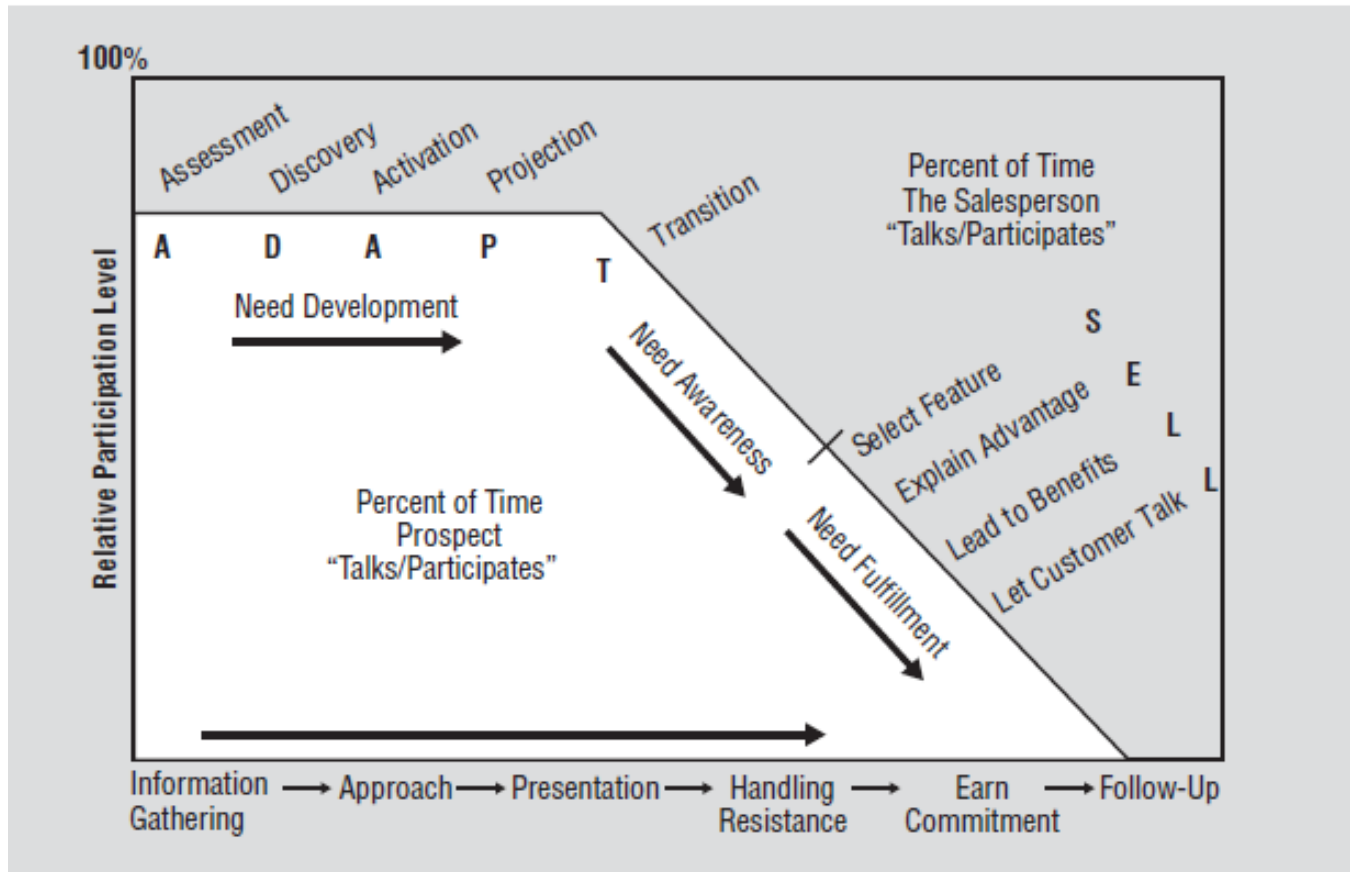
The purpose of this section is to make it as easy as possible for the buyer to make a positive purchase decision.

Sales Dialogues and Presentations

- Sales dialogues are much more than mere conversation
- Sales dialogues are not scripted
- Sales dialogue with a high level of customer involvement

**The Trust-Based Selling Process:
A Need-Satisfaction Consultative Model**

FIGURE 6.1



source: Ingram, et.al. (2008) Professional Selling A trust-based Approach 4th edition. pp 167

Sales Dialogue and Presentation Template

- A sales dialogue and presentation template is a useful tool to ensure that all pertinent content areas are covered with each prospect.
- The sales dialogue and presentation template is organized into nine sections, each of which is discussed individually.

Sales Dialogue and Presentation Planning Template

Section 1: Prospect Information

- Used to record specific information
- Receiving the appropriate information
- Getting the proper attention they deserve

Sales Dialogue and Presentation Planning Template

Section 2: Customer Value Proposition

- customer value proposition
- modified prior to the purchase decision
- in the planning stage is not a guarantee

Sales Dialogue and Presentation Planning Template

Section 3: Sales Call Objective

- determine the objective
- to earn a commitment
- advance the process toward an order

Sales Dialogue and Presentation Planning Template

Section 4: Linking Buying Motives, Benefits, Support Information, and other Reinforcement Methods

- Buying motives
- Emotional motives
- Features
- Benefits

Sales Dialogue and Presentation Planning Template

Section 5: Competitive Situation

- competitive situation
- identify key competitors and to specify their strengths and weaknesses
- affecting the buyer's decisions

Sales Dialogue and Presentation Planning Template

Section 6: Beginning the Sales Dialogue

- Buying motives
- Emotional motives
- Features
- Benefits
- Initiating Contact

Sales Dialogue and Presentation Planning Template

Section 7: Anticipate Questions and Objections

- prospects will almost always have questions and objections
- salespeople can prepare by asking themselves
- chances of ultimate success

Sales Dialogue and Presentation Planning Template

Section 8: Earn Prospect Commitment

- comes a critical time
- Earning a commitment
- seek a commitment

Sales Dialogue and Presentation Planning Template

Section 9: Build Value through Follow-Up Action

- ways to enhance the relationship
- appropriate follow-up activities
- extremely useful tool for all salespeople
- pertinent information needed is collected

ENGAGING THE CUSTOMER

- Require an appointment
- Specifying the amount of time

SUMMARY

- alternative ways of communicating with prospects and customers through canned sales presentations, written sales proposals, and organized sales dialogues or presentations.
- organized sales dialogues and presentations are more frequently used than canned presentations or written sales proposals.
- the nine components in the planning template for an organized sales dialogue or presentation

SUMMARY

- write a customer value proposition statement
- benefits of the seller's offering, support claims made for benefits, and reinforce verbal claims made
- customer by setting appointments

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The End