

# ASKING FOR THE SALE

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# Purpose



Understanding behavioral styles of the people you sell/communicate to and in turn adapting your sales style to ask for the sale. What type of seller are you? What type of buyers are your customers?

# Measurable Outcome



- To understand that there is more than one behavioral type in customers that we sell to
- To take away two things that will help you feel more comfortable closing a sale and have the ability to identify the struggles that you face

# Who Are Our Customers



- **Wholesale Distributer**
  - Lumber Yards
  - Retail Chains(Box Stores)
  - Specialty Lumber Dealers
  - Concrete & Masonry Suppliers
  - Truss Manufactures

# Who Are Our Customers



## □ Retailers

### □ Contractors

- New Home Builders
- Remodelers
- Commercial Builders

### □ Home Owners

### □ Handymen

### □ Custom Home Builders

# 4-Behavioral Types

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- **Direct**

- ▣ To the point. This person's time is valuable and expects that you are prepared to take care of their needs

- **Indirect**

- ▣ This person is going to weigh all options before making a decision.

- **Educated**

- ▣ Old School mentality. Has the time to sit down, listen and learn

- **Persuader**

- ▣ Requires support. Wants that “feel good” deal.

# Selling Process



- Building Relationships
- Understanding The Customers Needs
  - ▣ Walking their Yard/Jobsite
- Selling features of your company and products
  - ▣ What puts you above the rest
- Closing the Sale
- Figure out their Objection
- Customer Starts Buying

# Qualifying the customer



- Walking the Yard
  - What products do they stock
  - How much space do they have for expansion
  - What is their customer base
- Walking the Jobsite
  - How organized is this customer
  - What are their projects
  - What are their delivery options
  - What products do they buy

# Buyer Behaviors - Direct



- Be clear and to the Point
- Understand that this persons time is valuable
- Stick to the Subject Matter
- Be prepared and know their needs

# Closing and Objections



## **Closing**

- Be direct and simply ask for the sale
- Use direct questions with this individual
  - ▣ Would you like to buy from us?

## **Objections**

You don't have what I am looking!

Your products don't fulfill our needs!

# Buyer Behavior - Indirect



- Be as specific as possible
- Stick to the topic at hand
- Be prepared to answer questions
- Its important to inform them of the benefit of doing business with you

# Closing and Objections



## Closing

- What will it take for you to go with me today
- If you are too pushy you might lose the sale

## Objections

- I have another vendor pitching similar product
  - ▣ What better defines your product/service
- 50/50. May or may not make that decision on the spot without objection

# Buyer Behavior - Educated



- Show genuine interest in this customers needs
- Long term relationship is important to this person
- Old School Mentality
- Supply literature and reference material

# Closing and Objectives



## **Closing**

- ❑ Be direct and open

## **Objectives**

- ❑ Cost may be too high
- ❑ Inventory concerns
- ❑ Do you fit their business model

# Buyer Behavior - Persuader



- Be personable
- Will require encouragement and support
- Do be mindful of the time
  - ▣ They may lose site of purpose if you ramble too much
- Ask this person the How, What, Why questions

# Closing and Objections



## **Closing**

- Get this person to say yes

## **Objections**

- I'm not sure!!
- I don't know if this is right for me!!
  - ▣ Convince them otherwise

# Selling Partnership



What commitment do you have to your customer?

- ▣ Driving their employees to more successful
  - Training/ Yard/Vendor tours
  - Customer events
  - Vendor Provided jobsite training
- ▣ Sales Promotions
  - Hats, Shirts
  - Baseball, Hockey BBQ's

# Summary/Closing



- Selling Process
- Building Relationships
- Understanding their Needs
- Selling features of your company
  - ▣ What puts you above the rest
- Closing the Sale
- Figure out their Objection
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# What are you taking away??



- What are two things that you are taking away from this presentation that will carry you forward and help you increase your sales?
  - Understanding your customers better
  - How to close
  - Being more aware of what your struggle is