



Delivering Growth for SMEs



Selling Skills: Learning How To Become More Effective



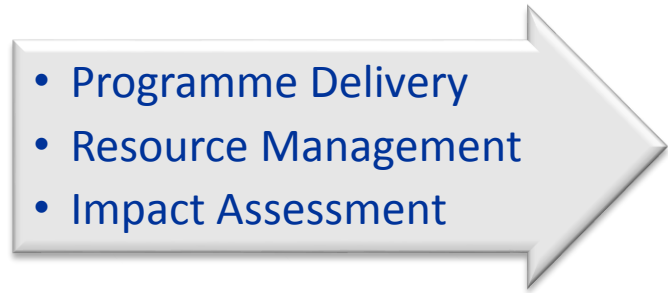
6th July 2021



Who We Are

The Leading Group of Business Advisors in London & SE England

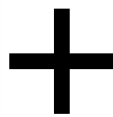
- Local Government Authorities
- Growth Hubs
- Entrepreneur Hubs
- Chambers of Commerce



- SMEs**
- Start-Ups
- Early-Stage
- Growing
- Established



Chambers of Commerce



- Members**
- Business Advisors
- Specialists
- Associates



--	--	--

Workshop Presenters



Nigel Grant
Consultant Sales
Specialist

- Nigel has four decades of working in sales, including sales management and consultancy.
- He now helps SME owners grow their businesses through effective Sales Enablement, Prospect Approach and Selling Methodology.
- He understands how most SME owners find 'selling' can be difficult and has positioned his content and perspectives such that they are not 'hard-sales' or aggressive.
- The objective is always to sell more of the product or services you provide.

Workshop Presenters

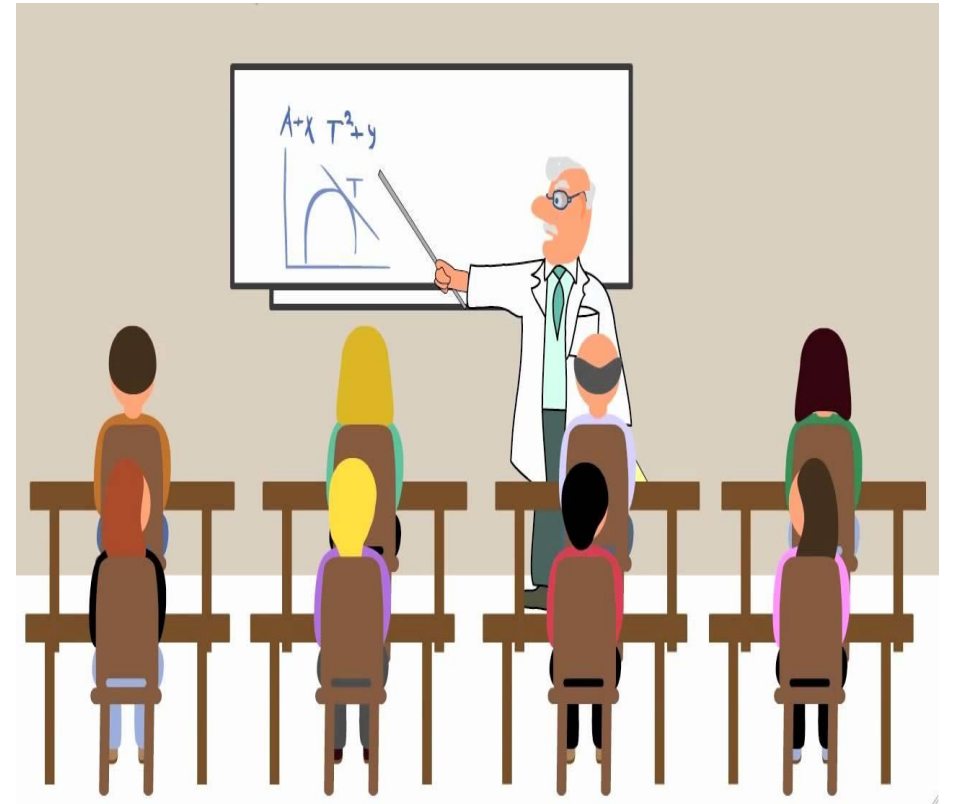


Noshir Desai
Client Engagement and
Marketing Specialist

- Noshir specialises in helping businesses to get deeper client insights and then use this information to increase sales
- He has a 30 year banking background dealing with businesses from smaller SMEs to international corporates and financial institutions
- He runs two business under the ND Consulting brand, with the common theme being helping people
- A business advisor at the British Library and for local SMEs in Harrow

What We Will Cover

- Making Contact – The Key Outcome Question
- Using Client Feedback to Grow (incl exercise)
- How to Get and Effectively Use Feedback
- Turning Needs into Wants
- The Golden Mantra (incl exercise)
- Closing and Objections
- Delivery is Brand
- Takeaway Exercise and Any Questions





From Sales Enablement to Selling Skills



Intro and Recap SE Session

Moving from Marketing to Sales

Ideal Client

Outcomes

'Situations Reveal Needs'

Research & Channels

Selling Skills

Messaging - 8 Contacts

**From 'Situations' to 'Needs':
Knowing/Researching Likely Situations**

General information questions

More of...Less of...

How are people affected

The Key Outcome Question

Selling Skills

Key Outcome Questions

What do you want your business to do for you?

How important is control over your production process?

Do you want your patients to be happy with the garments they should wear?

Why Talk To Your Clients?



- Shows you care and value their opinion
- Asking the right questions and listening!
- The larger corporate approach
- SMEs and “one man bands”
- Too many demands and lack of time

Who Is This?

Exercise 1 – Use Feedback to Grow

Task: Consider what client feedback you need and how to get it

Outcome: Know your clients' key issues and how to use them to grow sales



- What are the most important things you need to know from your clients?
- How will you get this feedback and get clients to be honest?
- What will you do with the feedback when you've got it?
- Marketing collateral
- Post sales reviews / better customer service

What Businesses Need To Know

- **Why** do clients choose your business?
- How well you **understand your clients'** needs?
- **How happy** are clients with your services?
- What do your clients **like most / least** about you?
- What more can you do to **improve** your service?
- Would your clients **recommend you**?



How To Get Honest Feedback

- There are **choices** for the business owner
- **Use an independent expert**
- Agreeing the **right questions**
- Building rapport / **talking** to clients
- Succinct reports and **recommendations**
- **Using the information** effectively
- **Action planning** – do something!



Benefits of Client Feedback

- Give clients more of what they really want
- **Build reputation** with testimonials / case studies
- Win **more repeat**, additional and new **business**
- **Understand clients' key issues** in your market
- Gives you a **competitive advantage**
- **Strengthen** your client **relationships**



Web Designer

- Additional £22k income p.a.

Architect

- Conversion rate improved from 33% to 50%

Listening To Your Clients



Question: How would your business cope if you lost your top 5 clients?

- Who are your top 5 clients?
- Why.....sales, profitability, good introducers, number of products sold, repeat business?
- What do you need to do or know to ensure they're happy?

Selling Skills

Turning Needs Into Wants

The 'they need' error

3 x wants

The Golden Mantra: SITIA

Selling Skills

The Golden Mantra

SITIA

**Selling Isn't Telling,
It's Asking.**

Nobody Likes to be Told!

W A I T

Selling Skills

What Questions Do You Ask?

'Open/Closed'

**Kipling's: What, Why, When, How,
Where, Who?**

The Five Whys

Socratic Questions!

Selling Skills

Does The Prospect Want to Solve The Problem?

**Needs Development
& Opportunity Cost**

**Return on Investment
(Not Just Financial)**

More of...Less of...

Selling Skills

Want to Solve The Problem?

What happens when...and then...

Who is affected/has to deal with...

What do you want them to be doing?

Are there any knock-on effects?

The effect on your desired outcomes?

How do you quantify the impact?

How might you measure the value...

What is the thinking behind...

Selling Skills

Want Your Solution?

How have decisions like this been made in the past?

What has been tried before?

How do you want to explore options?

Know how your solution compares

Testimonials & Proof: If we could provide evidence that...

Selling Skills

Want It From You?

**What (else) is important to you?
(scale 1-10)**

Match Features & Benefits

Differentiators & USP

Testimonials & Proof

The Client's Proposal!

Selling Skills

Exercise

What is it you want to know?

What 'hard' facts?

What 'soft' facts – feelings etc?

What 'hidden' facts?

(e.g. Am I wasting my time?)

What are the Questions?

Selling Skills

Closing and Objections

More Questions!

Not Tricky Techniques...

Would you want to know if there was something stopping a sale happening?

If we can provide...can we proceed?

If not...Why not?

Selling Skills

Closing and Objections

Objections Reveal the Mistakes You Made Earlier in the Process!

What/When Objections do You Get?

I want to think about it!

No Perceived Need

Insufficient ROI

Wrong Person

Selling Skills

Closing and Objections

Objection Handling Methodology

Initially, don't answer the objection!

Q: Is that the only thing that's stopping us proceeding?

Q: What else is there?

Q: If we could resolve those issues could we proceed? Now?

Delivery Is Brand

- Built reputation, **marketing**, website and social media
- Client testimonials, **case studies** and Google reviews
- Client **commitment** to buy.....happy days!
- Do anything the way you do everything
- “**Walk the walk**”, don’t just “talk the talk”
- **Delivery** is the acid test
- Post sales **feedback reviews** = better customer service
- Building your brand takes time, destroying it takes minutes!





Selling Skills Wrap Up and Takeaway Exercise



Selling Skills

Selling Isn't Telling It's Asking

Exercise: Questions!

What do you really want to know &

What questions do you ask?

Selling Skills

Any Questions?



nigelgrant@branduin.co.uk

noshir@branduin.co.uk