



**Regardless of Your Title,
You Are in Sales!**



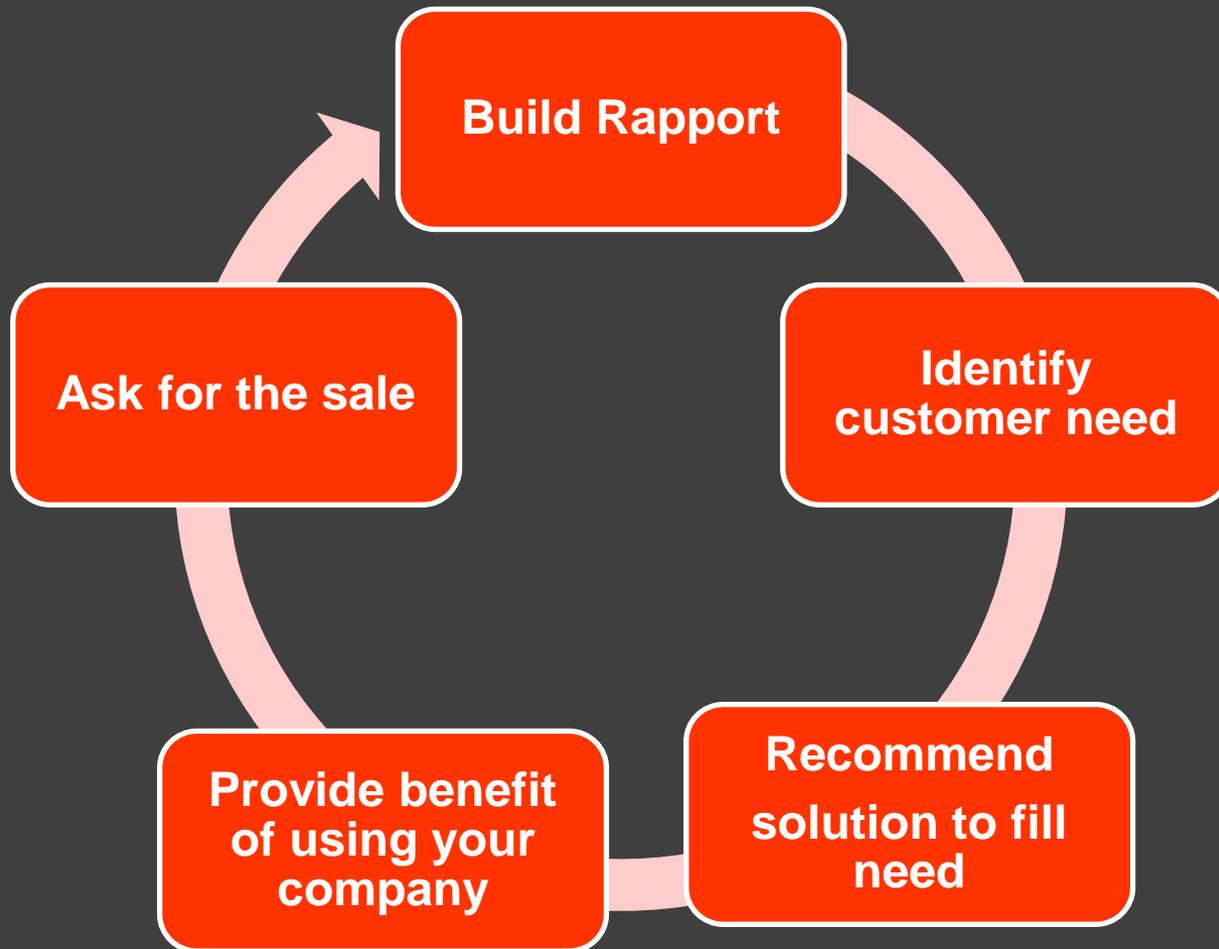
Why are you here?



Group Question What is selling?

Selling is about finding out what the customer wants and filling their need!

Relationship Selling (non-pressure approach to selling)





Why do you need to understand the customer's need?



customers' needs

How do you identify need?

- The **customer** should be doing **80%** of the talking at the beginning of the call
- The **representative** should be doing **20%** of the talking at the beginning of the call



Open-ended questions get the customer talking?

- The goal of open-ended questions is to **identify the customer's need**
- Obtain more than a “yes” or “no” answer from the person
- Conversation starters begin with:
 - What . . .
 - How . . .
 - When . . .
 - Where . . .
 - Why . . .
 - Tell me about . . .



Group Question:

What open-ended questions would you ask to identify the customer's need for Internet or TV?



Open-ended questions identify customer needs

- How many devices do you have in your home that connect to the Internet?
- Who besides yourself will be using the internet at your home?
- Describe a typical day of internet usage for you and your family
- What services are you streaming?
(Sling TV, music, movies, gaming, other entertainment, school/ college)
- What are your favorite TV channels?



What do you want to know about a customer who is new to your services?

- Where are they located?
- What services did they have with their previous provider. . . why?



What do you want to know about a customer who is with the competition?

- Where are they located?
- **What is prompting them to consider changing providers?**
- What services do they have with their provider?

What is one of the first questions a customer asks when they call to inquire about your services?

What does it cost for your...Internet, TV, Wireless?

Customer name... We have a couple different plans available. Would it be okay if I asked you a couple questions... so that we can find a plan that will meet your needs?

You want to gain permission to start the sales conversation





Technicians and Customer Service –
Do your customers like you?



Group Question:

What services could you mention to the customer during an Internet trouble or installation?

- TV
- Faster internet
- Protection plan
- Mesh system



What are bridge statements?

Bridge statements open the door to conversation about other services!

- Are you familiar with . . . our faster internet plans, protection plan, ACH service, ability to pay your account online?
- In reviewing your . . . account, work order/repair ticket I noticed . . . you have one of our slower internet plans. Are you familiar with . . . ?
- In reviewing your . . . account, work order/repair ticket, I noticed you don't have our TV service. Are you familiar with our TV service?

Is every customer going to buy?

- Don't take it personally
- It's the customer's decision





Is listening important in a sales conversation?



**Does every customer
have a story?**

- Do you get tired of listening to stories?



Why should the company recommend a solution to the customer?

- You are knowledgeable
- You understand their need
- You have a solution to fill their need

I would recommend . . . I would suggest



Price

Why do you want to price to be the last thing you tell them?



Group Question:

Why should the customer buy from your company?



Why should we ask the customer for their business?

**Assume the
sale –**

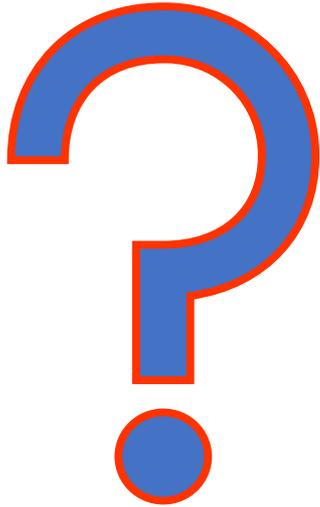
**trial closing
questions**

- Would you like to start the application?
- When could you stop be to complete the paperwork?
- Would you like to me to add you to the installation schedule?
- What email address would you like me to the send the application to?

Relationship Selling: A Non-Pressured Approach

- If you have trust and rapport;
- If you have determined the customer's need;
- If you have recommended a service to fit their need;
- If you have explained the benefit of why this will fit their need, and the benefits of using your company for their service

Do you have to pressure them to buy?



Questions?