



Product Professional Marketing International™

The key of your success

Our Way To Thinking

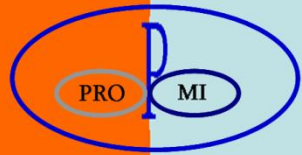


- ✓ *Effectivity*
- ✓ *Efficiency*
- ✓ *Innovativity*
- ✓ *Sustainability*

*We help you to
increase your
business*

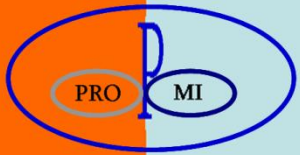
Marketing – Distribution – Sales – Communication

- ✓ Consultancy & Strategy
- ✓ Telemarketing
- ✓ Promotion Marketing
- ✓ Channel Marketing
- ✓ eMarketing
- ✓ Relationship Marketing
- ✓ Brand Marketing
- ✓ Business development



The Keys of Successful Sales (KoSS)

- Sustainability Selling – Customer Centric Selling
 - Increase Your Product Knowledge Through Training
 - Understand your product competitive advantage and Value-added proposition
 - Become Customer-centric (More customer need-oriented)
- Relationship Selling vs. Transaction Selling
 - Sales technique alone don't work more ... without effective sales process there is not sales possible
- Possitive Attitude Selling
- Aptitude and Personality
- Fortitude and Perseverancy
-

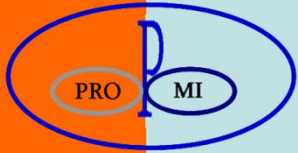


Are you born to sell?

- No you learn to earn!
- Selling is a science ... An acquired skill!

***„Selling is a learned skill
acquired by people with the
attitude, aptitude,
fortitude, desire,
and persistence
to succeed“***

J. Gitomer

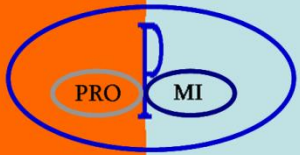


Genesis of Successful Sales (GoSS)

- Everyone wants to succeed at sales. Most people don't. It's not that there can't. It's just that they don't know how.
- They need a success tool, a place where they can get insight about all facets of sales.
- There are rules to succeed at sales, which are:
 - Know the rules
 - Learn the rules
 - Take ownership of the rules
 - Live by the rules

***„If you think you can,
or if you think you can't,
you're right either way.“***

Henry Ford



Questions of Successful Sales

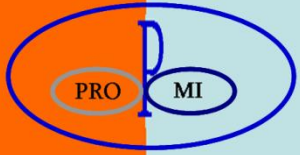
The technique of asking and answering questions is the heart of a sales presentation.

- ✓ How do you determine prospect needs?
- ✓ How do you establish buyer confidence?
- ✓ How do you build rapport?

Without questions you'll have no answers.

Without answers you'll have no sales.

Without sales you'll have no money.



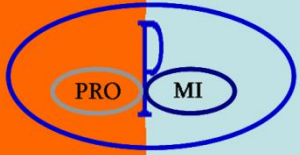
Why do salespeople fail?

- ✓ 15% Improper training – both product and sales skills
- ✓ 20% Poor verbal and written communication skills
- ✓ 15% Poor or problematic boss or management
- ✓ 50% Attitude

Salespeople could succeed 50% more if they just change the way they think.

***„Winning isn't everything,
it's the only thing,“***

Vince Lombardi



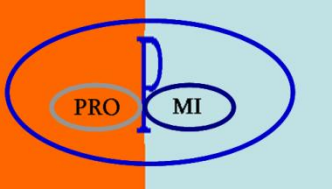
Degrees of Failing

Not following the rules leads to slow but sure failure

- ✓ Failing to do your best
- ✓ Failing to learn the science of selling
- ✓ Failing to accept responsibility
- ✓ Failing to meet quota or pre-set goals
- ✓ Failing to have a positive attitude

Success is a level of performance and a self-confidence brought about by winning experiences

***Failure is not about insecurity.
It's about lack of execution.***

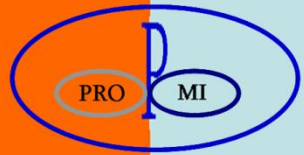


How Can You Avoid Failure?

Execution

Learn the Rules of Sales

Increase your number of calls

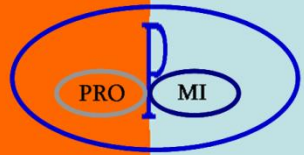


Cold Calling

- „No Soliciting,“ the funniest sign in sales
- Get to the decision maker on a cold call
- Opening is as important as closing
- The cold call is fun ... If you think it is

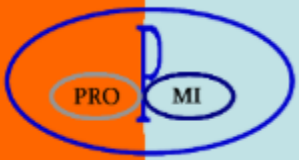
- **The Magic of Selling: the sales starts when the prospect says NO!**

- **If you believe in the „POWER Of The NUMBER“ you can make it.**



The BIG Secrets

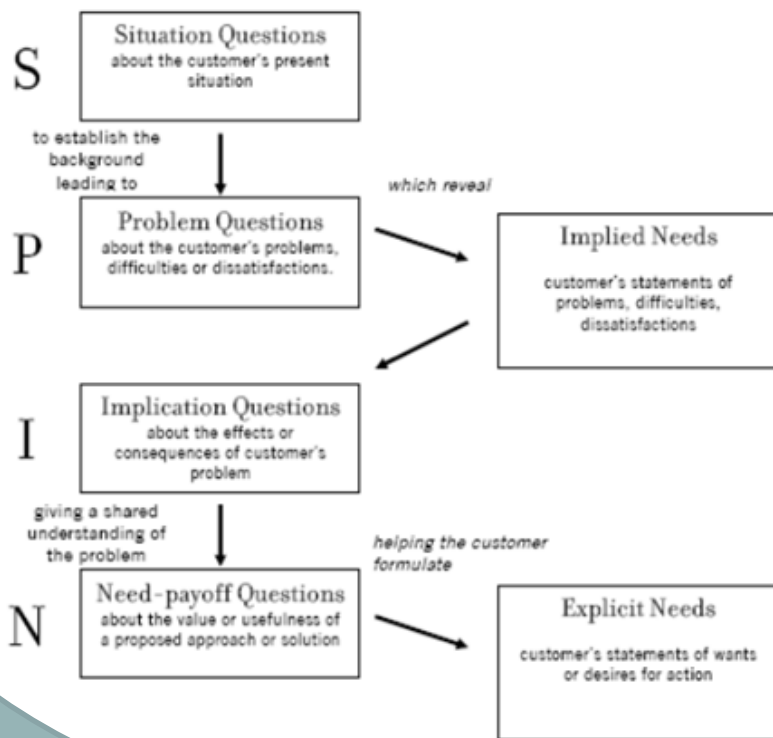
- More sales are made with friendship than salesmanship
- Your best prospect are your present customers
- Make a sale on Monday ...
- Easiest way to make a sale? Top-Down Selling™
- Your personal mission statement



Effective Selling – SPIN Model

The SPIN Selling Model (SPIN-SM)

Using this model will help you to improve the quality of your business opportunity



Conversion Rate
Outcome
CLV & ROI

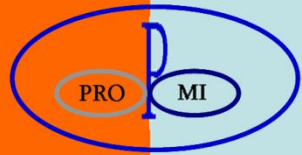
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Effective Selling – SPIN Model

SPIN Selling

- **Situation question**
fact-finding questions to establish a mutual understanding of the customer's present operation.
- **Problem Questions**
Questions about a **customer difficulties** or **dissatisfactions**. These questions uncover **Implied Needs**, the basic raw materials out of which a customer's **Explicit Needs** will be defined.
- **Implication Questions**
Questions about the **effects** or **consequences** of a customer's problems. These questions are particularly important for ensuring shared understanding of a problem's severity or urgency.
- **Need-Payoff Question**
Which are about the **value** or **utility** the customer sees from proposed solutions to problems. These questions help the customer clarify the **benefits** which a solution could provide.



The Elusive Hot Button ... How do you find it?

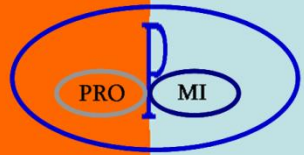
The hot button is in the answer

1. Listen to the first thing said or alluded to.
2. Listen for the tone of first responses
3. Listen for immediate, emphatic responses
4. Listen for a long, drawn-out explanation or story
5. Listen to repeated statements
6. Look for emotional responses

How to discover hot button?

1. Ask questions about importance or significance
2. Ask questions about the area you think is hot.
3. Ask questions in a subtle way.
4. Don't be afraid to bring up the hot button throughout the presentation
5. Use „If I (offer situation) ..., would you and variations. Try „there's a way...“

The hot button is sometimes a very sensitive issue, is elusive, and is an elevator as well.



Double your money! - Pipeline of Success

Up your Income!

Double the money you make in just 30 days!

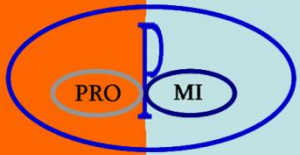
**Selling success is a number game...
and a magic game.
You must combine the magic
with your numbers to produce...**

Aren't making enough sales?

Your number will tell you why.

Your numbers can double if you follow this formula!

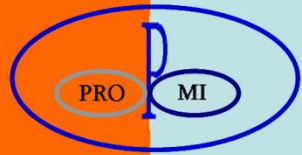
WOW.



The Pipeline of Success (PoS)

- ✓ If you see and call enough prospects per day, per week, per month ... You will build your pipeline.
- ✓ A full pipeline is meaningful for your sales success and will bring you sales you never imagined
- ✓ Follow-up habits and skills are responsible for 80% of your sales.

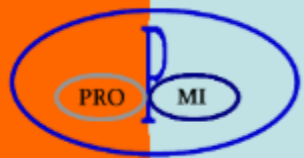
***All it takes is self-determination and hard work.
That's the magic. Ask any magician***



The Pipeline of Success (PoS)

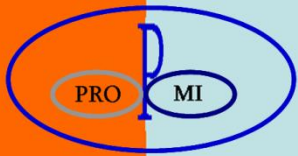
- ✓ Your attitude
- ✓ Your goals
- ✓ Your networking
- ✓ Your Power Questions
- ✓ Your Power Statements
- ✓ Your Sales Tools
- ✓ Your Sales Knowledge
- ✓ Your Preparedness
- ✓ Your Follow-up
- ✓ Your Sales Numbers
- ✓ Your Prospect Pipeline
- ✓ Your Commitment
- ✓ Your Self-discipline

„Your chance for success increase in proportion to the number of sales call you make“.



SUMMARY

- The Science of Sales is more than **COLD CALLING**.
- Successful Selling is a balance between Art and Science:
 - **Define your GOAL/ORIENTATION**
 - **Have the right PROCESS and APPROACH (CONSULTATIVE)**
 - **Increase your lead's QUALITY, therefore to have high ROMI, CLV/ROI.**
- By the building of the pipeline is **QUALITY** of **LEAD** very important – and guarantee a **high ROI**.
- High Win Conversion Rate (WCR)
- Relationship vs. transactional approaches



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