



Getting to “Yes” with Client-focused Sales Skills

Audience:

Business leaders and salespeople
Educational staffs

Description:

Everyone is in sales. Some folks don't realize that yet. Often, some of our support employees toiling in cubicles, billing departments, or copy areas, and who seldom have contacts with paying clients, don't think they are in sales. Worse though are those employees in direct contact with clients who bring counterproductive and alienating behaviors to those interactions.

Many educators don't “get it” either. They do not quite grasp the notion that in an increasingly market-driven educational world parents have several options about where to obtain their child's education. Somehow, for them, education is too lofty a calling to worry about client satisfaction. Meanwhile, regional service agencies must “sell” client districts which now have several choices of product and service providers.

Even many people working under the job description “sales associate” do not use some simple but effective skills for building long-term client relationships. Often, new salespeople are simply sent onto the floor without clear expectations about “how we do business.” Such neglect of any significant, organized, and professional training for these staff is a reflection of leaders who have yet to clarify the organization's core mission and specific sales behaviors which support it. Dr. Frye works with leaders and staff to determine, to advertise, and to employ actions that position their enterprises as the marketplace leaders in their proffered products/services.

Ineffective salespeople certainly would behave differently if they recognized two of the most basic tenets of product/service transactions: 1) Potential clients are “closed” when they can see and accept an acceptable and personalized mix of price, quality, and service, and 2) Delighted clients become repeat clients.

Dr. Frye is obsessed with these two tenets, as a consumer, and certainly as a trainer of new and experienced salespeople. He believes that the best single strategy for turning potential clients into clients for life is a focus on service. Far, far from approaching sales as a hard, in-your-face, high pressure, tour de force on the part of the salesperson, complete with come-ons and smarmy attitudes, Dr. Frye works with participants to create a client-focused, personal problem-solution environment that builds not on increased closing ratios, but also brings clients back. His focus is on service provision.



Dr. Frye's presentations and workshops directly involve client-focused procedures for getting to "Yes," an agreement between provider and purchaser. Based on current literature in the field and his own personal experiences, Ed helps salespeople establish service as the single most important organizational value and the one addressed in all sales opportunities. He generally selects components from such topics at these:

- *Developing client trust in the five minutes or less**
- *Reflecting the client's pain**
- *Identifying the value added to the product – an appropriate mix or price, quality, and service**
- *Matching presentations/approaches to different types of sales calls**
- *Using telephone/e-mails/literature effectively to present the organization's core values**
- *Focusing on personal presentation skills**
- *Identifying/presenting your value proposition – why they should get it from you**
- *The real elements of effective service – how to implement them**
- *Turning objections into objectives**
- *Deciding not to take "yes" for an answer**
- *Avoiding words we never use; using an effective vocabulary**
- *Looking differently at closing ratios – the numbers game can be deceiving**
- *Separating yourself from rivals**
- *Providing service in big and small ways**
- *Understanding why people buy things, regardless of what they say**
- *Considering some realities and myths about professional selling**
- *Knowing that "selling isn't telling"**
- *Discovering, developing, and delivering what people want and need**
- *Distinguishing among features, attributes, and benefits: What works for whom?**
- *Marketing begins with me – everyone has a role**

These topics are meaty things. They are not tricks or gimmicks, and they build on existing organizational values and the personalities of its salespeople. Dr. Frye presents this information with illustrative stories, and exemplary application in various situations.

Time:

Ed Frye offers selected material in time appropriate fashion. One hour presentations are available as well as half-day or full day workshops. Taken together, this material formed the basis of a 35 hour course – a graduate course, of sorts – provided to many business, board, and educational groups.

Equipment:

All material is best presented via PowerPoint. Therefore, a computer, a projector, and a large screen are required, regardless of size of group.