AWT
ASSOCIATION OF WATER TECHNOLOGIES

Training Seminars

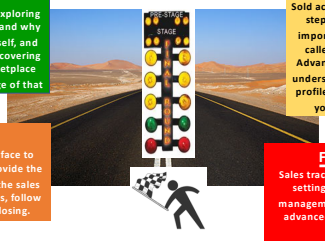
Sales Training 2023 – Section 2

1

AWT TRAINING Seminars

"How To" Sales Course Drag Race

Burn Out!
Why Sell, What sales is, exploring why some are successful and why not, understanding yourself, and what your are selling. Discovering who you are in the marketplace and how to take advantage of that



Launch
Sold accounts, losing sales, next steps, I understanding the importance of Sales, Why it's called professional selling. Advanced Sales, Competition, understanding your personality profile and the people around you, the sales pyramid

Staging!
Finding leads, getting a face to face, having everyone provide the same message, steps of the sales process, survey, proposals, follow up, presentation and closing.

FINISH LINE!
Sales tracking/metrics/scorecard, setting goals, time/territory management, value related sales, advanced closing, losing/saving accounts

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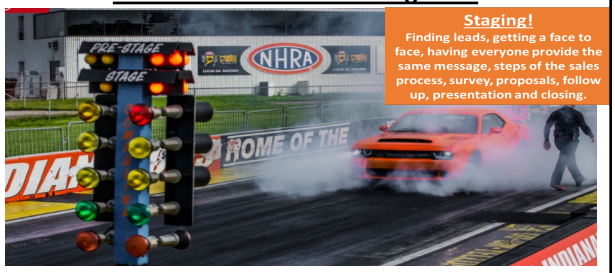
"How To" Sales Course Drag Race



Staging!
Finding leads, getting a face to face, having everyone provide the same message, steps of the sales process, survey, proposals, follow up, presentation and closing.

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WHERE DO I SELL AND TO WHOM?

FINDING LEADS

- Company Websites and Internet
- From Current Clients
- Construction, New Start-Up Accounts
- Trade Shows
- Plant Management
- Engineering
- Maintenance
- Procurement

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HOW DO YOU GET FACE TO FACE INTERACTION?

- Know someone that knows them
  - *LinkedIn, Social Media, Networking Events etc. to get an introduction*
- Organizational Meetings
- Bring Coffee/Snacks to Reception
- Run into someone on the street
- 10 Minute Appointment to Meet

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The Use of Social Media

- 3x more on Social Media than reading emails
- 70% of people shop online
- Google the Name of your Company See where you stand.
- 5 Steps to utilize Social Media
- Do' and Don'ts

6

5 Steps to Working Social Media

1. **Profile your Company**
   - Start with Facebook
   - Link sales pages of Website
2. **Drive Traffic to Landing Page**
   - Give them something that they can easily obtain and build interest in.
3. **Use Facebook** (will get you noticed by the right people) **to Target Audience as it is more customizable than Google AdWords** (gets you noticed by everyone).
4. **Sell Direct from social media**
5. **Use Twitter and Linked-in for others to gain insights on your Company and Increase visibility**

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Social Media

Do	Don't
• Have Links take you to sales pages • Make sure content is correct and accurate • Make everything simple and easy • Make Payments easy • Use twitter hashtags appropriately	• Link clients to your personal accounts • Make people multiple click through landing pages

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Elevator Pitch/Speech

Tower Water

Tower Water is the New York Metro authority on protecting facilities infrastructures their employees and tenants. This is accomplished by the use of proven, leading edge, water management solutions and programs; specifically designed for the Commercial, Residential, Light industrial, and Institutional marketplaces. We pride ourselves on becoming part our client's operation and building the best relationships.

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https://www.timeanddate.com/timer/ 6 min

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Interactive #6 Elevator Speech/Pitch

- Describes
  - Who you are?
  - What you do?
  - Who you do it for?
  - Where you do it?
  - Why you exist?
- Should be short
- Easy to recite and remember
- Should come out natural

Take 5-10 Minutes to write your Elevator Speech

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How Can I Get a Face to Face Meeting? ☺☺

THE 10 MINUTE APPOINTMENT

- Know your lead
- Know what is currently going on within the industry
- Have 3 potential reasons why someone should take a meeting with you
- Have a script
- Ask for the appointment. Promise 10 minute appointment
- Ask for specific day, morning or afternoon, specific time
- Send a calendar invite, and virtual contact card
- Get off the phone

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https://www.timeanddate.com/timer/5 min

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Interactive #7 Face to Face Preparation

That are the (3) top issues in your industry today?

1.
2.
3.

List (3) reasons why a potential client should take your call?

1.
2.
3.

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HOT BUTTONS

- Efficiency/Saving Money
- Safety
- Reducing Aggravation
- Keeping Systems Clean
- Protecting Equipment
- Reduce the Chance for Legionella
- Reduce Liability
- Compliance
- Education

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MY 10 MINUTE SCRIPT

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https://www.timeanddate.com/timer/6 min

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Interactive #8

Your 10 Minute Appointment Script

Don't forget

- Intro
- Current Event
- How they can benefit from speaking with you
- Who else has it
- All you want is 10 minutes of your time

Intro - who you are and your company

Body – The single most important news of the minute and why it is critical that they have others that are using this and the benefits they are reaping.

Closing – All we need to do is to set-up a 10- minute appointment for this/next week. I will be in your area on ____ or ____. Which day is better? Morning or afternoon? How about __ time? Thank them, get email address to send them a confirmation.

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IS THIS WORKING?

RESULTS SHOULD BE = 20-30% If the lead is COLD (2-3 out of 10)
= 30-40% If the lead is WARM (3-4 out of 10)

Still Not Getting The RESULTS You Want?

- Change it up!
- Timing is Everything!
- Maybe you don't have a good handle on what is going on within the market place
- Research the leads

PRACTICE ON PEERS, FRIENDS, FAMILY – they will tell you what if anything needs to be changed with your delivery

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FOLLOW UP

How long before I follow up?
How many follow-ups is too much?
Is the prospect blowing me off?
Why is the prospect not calling back?

1. Follow ups are subjective and vary from client to client. Each conversation should be left with a follow up action. " Can I call you if I don't hear from you by weeks end?"
2. After about 2-3 follow-ups where no progress is being made. Something is Wrong!
   - ✓ You may have not sold to the decision maker
   - ✓ Someone else has influenced your buyer to put fear and doubt to a change to you.
   - ✓ You need to get back in, find out what is wrong, maybe "sweeten the pot" or give a common reference.

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THE 7- STEP, WATER TREATMENT SELLING CYCLE

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BASIC SALES STEPS

1. Establish Rapport – 10 Minute Appointment
2. Identify/ Confirm Needs
   - Survey of People
   - Survey of Needs
   - Survey of Issues
3. Survey WT and Systems
   - Everything you will need to write the proposal
   - Including survey of the operators
4. Proposal/Agreement
   - Clearly define who you are, how you do business
   - What benefits they will see when they use YOU
   - DON'T HIDE THE PRICE
5. Presentations
6. Sell – Close
7. Re-Identify needs Step 2 and Continue on the process

If you miss something it may send you to Stage 2
New people sends you back to Stage 1

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PRE - MEETING

PRE-MEETING – Research your contact

FIRST MEETING – Get there 15 minutes early. Don't stay more than 15 minutes pass your time

Steps 1/2 - 10 Minute Meeting

- Thank them for meeting with you.
- Make a real connection.
- Quickly figuring out the type of person they are. *Is this the decision maker? How do you know?*
- *Before you explain why you stopped by, ask if there any other needs you may want me to address?*

- Remember you will STOP, no matter what at the 10 minute mark
- Ask them if they want you to continue.

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10 Minute Meeting

Always Survey People/ Needs First

LISTEN, LISTEN, LISTEN

Clarify and repeat their needs

Gain Commitment:
- Ask the Decision Maker

"If We can do what We say, satisfy your needs (pricing, legal, insurance), will you consider doing business with Us?"

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Step 3-SURVEY THE SYSTEM

- Other People
- Sizing
- Operation
- Usage
- Past History
- Past/Current Issues (Not Problems)
- Current Vendor –
  - Ask for the Reps first name, how long has there relationship been?
- Budget
- Anything else we could help

Trial Close/Gain Commitment

"If we are able to meet your needs, be the team you can work with, and come close to your budget would you consider working with us?"

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MAKE THE NEXT APPOINTMENT TO RETURN .. NOW!

You must present PROPOSALS in PERSON!

* GREAT WORK!

* GOOD JOB!

Each time you do this, it gets EASIER and EASIER!

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Step 4-PROPOSAL WRITING

WARNING - SHOULD ONLY BE WRITTEN AFTER:

1. *All decision makers have been interviewed, and have their needs/wants uncovered*
2. *They have agreed that you are a viable option and would use your services if the needs are met and the budget is right*
3. *A complete survey of all people and systems are completed.*

Don't just write proposals to meet a metric.
This is a waste of your time and effort.

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PROPOSAL WRITING

DESIGN

Shorter is USUALLY better

Colorful Pictures

Use bullets rather than paragraphs

QUESTIONS

How many company's have separate proposal and separate contracts/agreements?

How many pages is your proposal? 1,2,3,4,5 more than 10?

How many pages is your contract?

Where are your T's/C's? Contract? Website? Don't have any?

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PROPOSAL
Organization

SECTION:

- SURVEY
  - What systems will you be getting treated?
  - When do they operate 24/7/365?
  - Tonnage HP
- EXISTING CONDITIONS
  - General deficiencies? (Do not tell them how to fix)
- EXISTING EQUIPMENT
  - Condition?
  - What happens if it fails?

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PROPOSAL Cont.
Main Services

- CORE REGULAR
  - *In general minimum Water Treatment Services*
- SPECIAL SERVICE
  - *Explain any service which will make you unique*
- REQUIREMENTS (not legal)
  - *Expectations you both understand*
  - *About your service*
  - *How you operate in schedule*
  - *Refunds, Termination, Guarantee*
  - *Change in work*
  - *Installation*
  - *Legionella*

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PROPOSAL Cont.

- **CUSTOMER RESPONSIBILITY**
  - Commitments you expect from your customer
- **CHEMICALS -** If this is necessary

SIGN OFF

✓ List Services/Include Chemicals	$ 15,000
✓ Does not include	
✓ Extra service	$ 4,400
✓ Equipment/ Lease	$350.00/Month

Agreement Front Page (T's and C's)
ACH if your company requests

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PROPOSAL Cont.

PROOF READ! *-Make a copy for each Decision Maker*

THE DELIVERABLES

Put In a folder with Necessary Submittals

- ✓BROCHURES
- ✓EQUIPMENT CUTS
- ✓DRAWINGS
- ✓REFERENCES
- ✓ANYTHING ELSE YOU WANT TO PROVIDE

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Step 5 - PREPARE PRESENTATION

SIMPLE **ELABORATE**




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OTHER PREPARATION

- Prepare for objections
- References
- Bring someone with knowledge
- Have a giveaway if you need to make a Win-Win
- Insurance Requirements
- Have agreements to sign
- Educational case studies

Be prepared, but understand your prospect.
They could have their own agenda in mine

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TIPS FOR PRESENTATIONS

- Send a reminder for your presentation appointment
- Understand the way all of you look matters
- Be on time be ready to leave 15 minutes after your appointment
- Know your goal before going into your meeting. Have the next goal ready in case they want more
- If A.V equipment's is needed - bring your own or ask prior to your meeting day.
- Reschedule if:
  - The decision maker can not attend
  - If you are not given the required time to discuss
- Evaluate where client is at in the process. Ask for the business, handle each of their objections.
  - Ask what it will take to get there business.

DO NOT OVER PROMISE, BUT OVER DELIVER

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DURING THE PRESENTATION

- Introduce each section
- Follow your agenda
- At the conclusion of each section, verify that you are meeting their needs and objections
- Conclude presentation
- Evaluate where the prospects head is

ASK FOR THE BUSINESS:

Anytime you ASK for the business, DO NOT say a word, wait for the answer no matter how long it takes. Next person that speaks is giving in.

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END OF PRESENTATION

YES

- Thank them
- Have them sign
- Discuss next steps
- Pack up and Leave

NO

- Ask them to clarify what they will need to make this decision
- Ask them if anything was not clear, and were their needs met?
- What are the objections?
- If I can resolve these objections, can I have another shot at your business?
- Schedule another meeting

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Step 6 -CLOSING THE SALE

INFORMATION – Your Companies Commitment

- Certificate of Insurance
- Confirming company information – correct point of contact, titles, emails, phone numbers, proper contact for bills, and deliveries

TRANSITION- under promise, over deliver

- Agreed start date
- How/when products and services will ship and start

TRANSITION PLAN – spell it out!

- *From start to 100% operation*
- *Included training*
- *Installation meeting, supervision, drawings*
- *Subcontractors*
- *Expectations from the facility*

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Recap 2 - BASIC SALES STEPS

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5. Presentations
6. Sell – Close
7. Repeat from Step 2

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RECAP 2

- REMINDER OF YOUR MEETING
- PREPARE PRESENTATION
  - *Have a feeling of what you are going into and plan appropriately*
- DURING PRESENTATION
  - *If customer has own agenda – follow it*
  - *Get agreement continuously*
  - *If you sell early ask them if they want you to continue – if answer is NO than STOP!*
- END OF PRESENTATION
  - *Thank them*
  - *Sign Paperwork*
  - *Next steps*
  - *LEAVE!*

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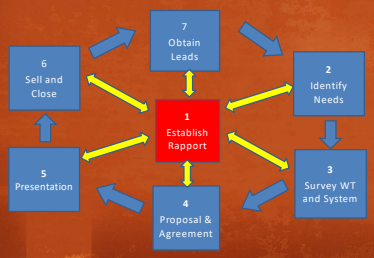
THE 7- STEP, WATER TREATMENT SELLING CYCLE



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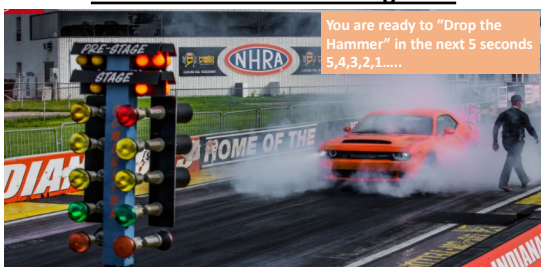

You are ready to "Drop the Hammer" in the next 5 seconds 5,4,3,2,1.....

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