AWT
ASSOCIATION OF WATER TECHNOLOGIES

# Training Seminars

Sales Training 2023 – Section 3

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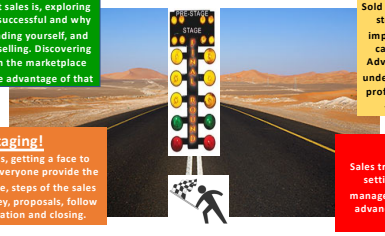
## "How To" Sales Course Drag Race

**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


**Launch**
Sold accounts, losing sales, next steps, 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

You are ready to "Drop the hammer 5,4,3,2,1

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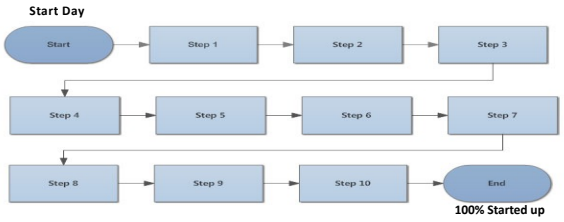
## BUILD YOUR TRANSITION PLAN



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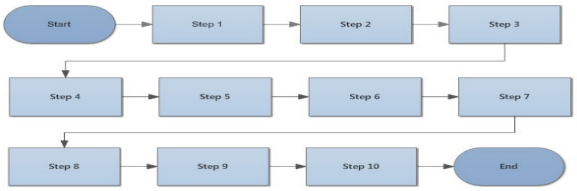
https://www.timeanddate.com/timer/6 min

## Interactive #9

**Building your Transition Plan Sales to Service**

- Fill in the chart with your Transition Plan

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## WHY DO WE LOSE A SALE?



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## LOSING THE LOSING THE SALE ☹

*1) Accept Responsibility*
- *You didn't sell*
- *Be upset with yourself, not the client*

*2) Why not getting the sale?*
- *Price too high*
- *Too much investment*
- *Couldn't see value*
- *Poor presentation/proposal*
- *Didn't build the relationship*
- *Company reputation*
- *Did not speak to correct decision maker*

*3) Ask when you may return*
*3 months, 6 months, a year?*

*4) Take notes so you don't make the same mistake twice.*



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## ADVANCED SALES
### Selling is a rollercoaster (Timing/Seasonal)

MUST
- *Have many things going on at the same time.*
- *See things from customers' perspective*
- *Employ good morals and ethics*
- *Win-Win*
- *NO substitute for hard work*



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## GOOD SALES PEOPLE CAN TAKE YOUR COMPANIES BUSINESS

- Competitive Marketing
- Newest methods, equipment etc.

*Defense:*
- *Your company should market similar*
- *Always be showing customers latest and greatest and get it into your plan*
- *Bring this up to leadership. Don't handle alone.*
- *Tie clients to your companies social media*



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## YOU WANT TO BE GOOD AT SALES

- *Don't fear rejection*
- *Build trust and relationships*
- *Work hard, smart, long*
- *Plan/Prepare*
- *Always find decision makers*
- *Build your "personal brand" as well as company's*
- *Host seminars, write articles, go to trade shows, blog*
- *Trouble shoot – Be an expert installation, trace piping*
- *Put yourself in client's shoes*
- *Be ready to change if something isn't working*



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## COMPETITION

- Use social media - find out as much as you can
- Meet them for coffee – give mutual respect
  - They will be as curious as you are
  - Praise them for a win
  - Ask them what else they would be doing if it wasn't water treatment
  - Your goal, show them that you are a good person. If they don't get the job, they wouldn't feel bad if you did
- The competitor you meet could be your next co-worker



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## KNOW THE PEOPLE AROUND YOU




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## KNOW THE PEOPLE AROUND YOU

**Become proficient in reading people quickly:**

- ***Position***
- ***Likes/Dislikes***
- ***Who their allegiance is to***
- ***Personality profile***

***People will buy from people they like, trust, relate to, perceive value***



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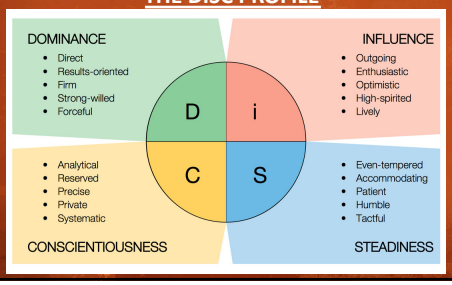
## STEP 1: *WHO ARE YOU?*
## THE DISC PROFILE

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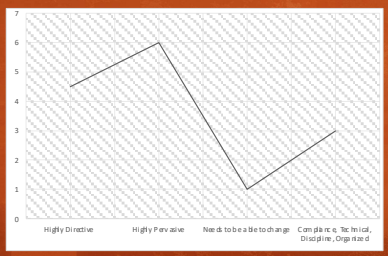
## D.I.S.C - NATURAL STYLE VS ADAPTIVE STYLE

***Understand your personality, you will be able to see others***



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# DiSC

**DiSC Behavioral Styles**



Learn about High D Personality >>

**Dominance**
Shapes the environment by overcoming opposition to accomplish results.
*"Control Specialists"*

**Prioritizes:** Task and Results
**Motivated by:** Challenges
**Appears To Be:** Direct & Self Assured
**Fears:** Being taken advantage of

**The"D" Style wants you to . . .**
**. . . Be Efficient**

Learn about High I Personality >>

**Influence**
Shapes the environment by influencing or persuading others.
*"Communication Specialist"*

**Prioritizes:** People and Communication
**Motivated by:** Social Recognition
**Appears to be:** Persuasive & enthusiastic
**Fears:** Social Rejection

**The "i" Style wants you to . . .**
**. . . Be Enthusiastic**

Learn about High S Personality >>

**Steadiness**
Cooperates with others within existing circumstances to carry out the task.
*"Harmonizing Specialist"*

**Prioritizes:** People and Collaboration
**Motivated by:**Stability and Status Quo
**Appears to be:** A Loyal Team Person
**Fears:** Unplanned Change

**The "S" Style wants you to . . .**
**. . . Be Sincere**

Learn about High C Personality >>

**Conscientiousness**
Works conscientiously within existing circumstances to ensure quality and accuracy.
*"Information Specialist "*

**Prioritizes:** Task and Accuracy
**Motivated by:** Order & Proper Ways
**Appears to be:** Detail Oriented
**Fears:** Criticism of work

**The "C" Style wants you to . . .**
**. . . Be Correct**



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# D Profile

## High D Personality

**Learn about the High "D" - Dominance or Dominant Personality**

People with the D style place an emphasis on shaping the environment by overcoming opposition to accomplish results.

| Dominance Characteristics | So you ... |
|---|---|
| Motivated by Action & Challenge | Provide challenging opportunities |
| Prioritizes Action & Results | Present the bottom line – briefly |
| Limited by Impatience | Show them what's Expected |
| Fears being taken advantage of | Focus on solutions rather than problems |
| Values Competence & Accomplishments | Compliment them publically |

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# I Profile

## High I Personality

**Learn about the High "I" - influence or influencing personality**

People with the "I" style place an emphasis on shaping the environment by influencing or persuading others.

| influence Characteristics | So you ... |
|---|---|
| Motivated by social recognition | Give public recognition when appropriate |
| Prioritizes taking action - enthusiastically | Focus on the positives |
| Limited by lack of follow through | Don't overload with details |
| Fears loss of influence | Allow time for them to ask questions |
| Values freedom of expression | Don't interrupt them |



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# S Profile

## High S Personality

**Learn about the High "S" - Steadiness or Steady personality**

People with the S style place an emphasis on cooperating with others within existing circumstances to carry out the task.

| Steadiness Characteristics | So you ... |
|---|---|
| Motivated by cooperation & sincerity | Be personable and amiable |
| Prioritizes support and collaboration | Avoid confrontation |
| Limited by indecision | Take time to clarify |
| Fears loss of stability | Explain what is expected of them |
| Values loyalty and security | Express your interest in them |



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# C Profile

## High C Personality

**Learn about the High "C" - Conscientiousness or Conscientious Personality**

People with the C style place an emphasis on working conscientiously within existing circumstances to ensure quality and accuracy.

| Conscientiousness Characteristics | So you ... |
|---|---|
| Motivated by showing expertise & quality work | Focus on Facts and details |
| Prioritizes analysis and challenging assumptions | Be precise and correct |
| Limited by being overcritical, over analyzing | Be tactful and polite |
| Fears criticism and being wrong | Be patient and diplomatic |
| Values quality and accuracy | Be correct |



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# STEP 2: KNOWING OTHERS

- ✓Like
- ✓Trust
- ✓Relate
- ✓Value

- Ask personal things
- Understand the person
- Care about them; they should care about you
- Find the commonalities and utilize them
- Become a good resource – Personally & Professionally
- Do what you say



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## Interactive #10
**D.i.S.C Profile**

- Show attributes of DISC
- Break into groups according to the profile
- Each group picks a sales person
- Each group picks a first time car buyer
- You will attempt to sell a car to a first time car buyer
- Give 10 minutes for discussion for the sale, 5 minute discussion for the buy.
- Have a car salesperson give response
- Have a customer being sold to



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## *Disc Profile Companies*

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www.yourlifespath.com

www.discprofiles4u.com/files/handouts/Disc-Behavioral-Styles-People-Reader.pdf

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## INCOMING LEADS

- *You must qualify the lead, right fit for your company?*
- *Not usually the work you want*
- *Major problems*
- *Poor systems*
- *Low profit – High headaches*



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## PROSPECTS

### Short Term

- *Will buy in weeks*
- *Simple, easy proposal*
- *1-2 meetings*
- *Decision makers stay the same*
- *Incumbent has no time to react*
- *Generally small $ value*
- *Need to push them to make the right decision now before something else happens. (Sense of urgency)*

### Long Term

- *Will buy in months or years*
- *Complex proposal*
- *3-many meetings*
- *Many Decision makers can change.*
- *Incumbent can react to save their accounts*
- *Generally large $ value*
- *Need patience and persistence. Follow up*



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## ADVANCED SALES

### TOP DOWN SELLING

*(1) Owners*

*(2) Vice Presidents*

*(3) Regional Managers*

*(4) Facility Managers*

### BOTTOM UP SELLING

*(2) Facility Manager*

*(1) Facility Engineer*



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## THE SALES PYRAMID

- **SUSPECTS** – *possibility of using your products or services*
- **PROSPECTS** – *definitely can use your services and are worth pursuing*
- **PROPOSALS** – *generally start as Hot and begin to Cool Off as time progresses*
- **CUSTOMERS** – *all contracts, proposals, paperwork is signed and they are paying their bills!*



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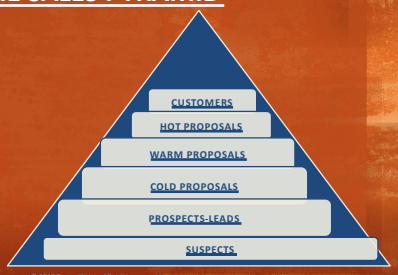
## THE SALES PYRAMID

**Probability:**
Leads converted to Sales
1. *SUPERIOR 25%*
2. *GREAT 20%*
3. *GOOD 15%*
4. *AVERAGE 10%*



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## RECAP 3

- Closing the Sale
  - *All documentation signed*
  - *Gather required information*
  - *Show transition plan*
  - *Expectations from facility*
- Losing the Sale
  - *Accept responsibility*
  - *Understanding why you did not get the business*
  - *Ask when you can follow up*
- Roller Coaster Ride
  - *Work Hard/Smart*
  - *Prospects in many stages*
  - *See from prospects point of view*
  - *Win-Win*
- *Good Sales People*
  - *Show latest and greatest*
  - *Use Social media*
  - *Bring problems to leadership*
  - *Build trust*
  - *Build a personal brand*
  - *Know how to find decision maker*
  - *Know their personality, Read others quickly*
  - *Compassionate to others*
- *Competition*
  - *Use social media*
  - *Acquire mutual respect*
  - *Understand how they work and how best to compete against them*
- *Leads*
  - *Must be qualified*
  - *Top Down vs Bottom Up*
  - *Must continue to find leads in order to be successful*



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