

STEPS TO SUCCESS

Pool and Spa Scene columnist, Marco Langley has more than three decades of sales experience and in the first of his regular column, he guides us through the selling journey...



Marco Langley is the author of "The Ultimate Hot Tub and Pool Sales Book".
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The steps of the sale are the essential building blocks or sequence of events that will move your prospect towards making a buying decision. Understand the different steps of the sale and how to move or transit from one to the next.

The steps to every successful sale should include:

- **Greeting**

Initially, try to get your prospects to talk about themselves. This is the warm-up part of your presentation; you are building very important rapport with your prospect because you will need that rapport later.

- **Establishing credibility**

The prospect in front of you may genuinely have never heard of your store or the brands you carry, which is why you need to establish that you are a credible business with history. Lead them into the area of your store that physically demonstrates your credibility as a company, which is your credibility wall.

- **Discovery**

Understand the needs and wants of your prospect. When you truly listen to your prospect, you will understand their needs, wants, concerns and motivators. If you are sincerely interested in fulfilling their needs, the discovery phase will provide you with all the information you need to sell to them and how to not to sell to them, based entirely on their needs.

- **Product presentation**

Your time to shine is during your presentation. By now your prospects should have warmed up to you; credibility of you and your store has been established and your discovery has provided you with all the information that is important to your prospect. You should also have been continuously building a great rapport with your prospect. If not, you may be falling flat on your face, before you even begin your presentation.

- **Creating urgency**

A key component in any sales strategy, in

addition to a great discovery, establishing solid credibility and a bullet proof product presentation, is to create a sense of urgency for your prospect to buy now. The more effective you are at creating urgency, the more sales you will make.

- **Closing the sale**

Nothing happens until a sale is made.

Closing the sale is merely the continuation and completion of the terrific sales presentation you have already made. It is the logical end to the reason your prospect entered your store. Closing is the final process that brings your prospect to a final decision, be it a yes or a no.

- **Overcoming objections**

Overcoming objections is crucial for successful selling, no matter what product or service you are selling. Only when you master the skills and gain the confidence to ask your prospect the right questions to fully understand and counter their objections, will you be far closer to closing the sale. Ask questions that will address common objections and commit your prospect to purchase.

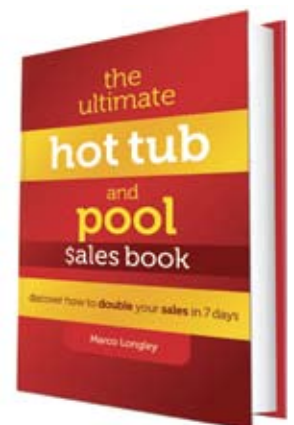
- **Follow-up**

Do you take the time after every missed sale and try to analyze what you felt went well and what didn't? There are only two possible outcomes following your presentation: your prospect purchased your products or they didn't purchase your products.

Each of these important steps will be addressed in greater detail in later columns. Test yourself and see how well YOU understand and introduce each of these steps in your presentation, not just in your mental checklist, but aloud. It's okay, there's probably no one listening.

Always look for ways to improve your presentation and remember ABC –

Always Be Closing.



The Ultimate Hot Tub and Pool Sales Book is available from Profits Publishing, ISBN 978-1-9338-17590
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