

Sales Success Basics Training Module 7 “Getting Resales & Referrals”

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Getting Resales & Referrals

- The median cost of a direct sale to a commercial customer today costs more than \$400.00 in terms of time, travel, advertising, lead generation, and other associated expenses.
- Acquiring a customer at this cost can put a company out of business unless that customer buys again and refers you to quality prospects.
- The very best sales professionals implement strategies to acquire customers and keep them for life.
- Your goal must be to develop long-term customer relationships and hold on to them.

Getting Resales & Referrals

- When you implement a customer acquisition and retention strategy, you do more to build and maintain long-term relationships and a steady referral source.
- By continually thinking in terms of “customers for life,” your success in sales will be assured.
- Your goal should be among the “top 10% of sales professionals in your field!”
- Your goal should be to sell more to better prospects!
- Your goal should be to study , learn, practice to become “excellent” at your craft!

Getting Resales & Referrals

- Your goal is to build a solid customer base of repeat sales and referral source!
- Sales are “Harder” than ever before.
- It takes “more calls” to find qualified prospects.
- It takes more “call backs” to make sales.
- There is more “competitions” for the business than ever before.

Getting Resales & Referrals

- Our customers are tougher to sell to than ever before.
- They are more “knowledgeable” about products and services available.
- They are more “demanding” with regard to quality, service and value.
- Customers today have more “choices” and therefore they have less urgency to decide.
- Customers are “impatient,” they want everything now!

Getting Resales & Referrals

- What is the key purpose of a business?
- ***“To create and keep satisfied customers!”***
- The first sale is the “hardest” and most expensive!
- The second sale is the most important, it is “proof” that you have delivered on your promises.
- Re-sales are “10 times” easier than new sales, they require only 1/10 the time and effort to achieve.
- Referrals are 15 times easier to sell to than cold calls, they require 1/15th of the time and effort to make.

Exercise

- Write your answers to the following questions and discuss them with your peers and family.
- List three actions you can take with every customer to increase their likelihood of buying from you again:
- Why is it that the second and third sell are more important than the first sale?

Getting Resales & Referrals

- Customer “retention” is the key to your sales success.
- Single purchase customers are too hard and expensive to acquire.
- Your focus should be on the second sale, and the third sale.
- Your first goal “re-sales to the same customer over and over!”
- Your second goal, is getting referrals to new prospects from your satisfied customers!

Getting Resales & Referrals

- Major sales influence in today's marketplace is?
- “Word of Mouth!
- Your aim is to get your “customers” selling for you!
- By providing outstanding customer service is key to getting referrals from your customers!
- Prompt, speedy response to inquiries is a key measure to your sales success!
- Taking “fast action” on complaints is vital.
- Regular follow-up and continuous customer service are an essential part of your long term success!

Getting Resales & Referrals

- The “measure” of your customer service success is on how much of your business is from repeat sales and referrals!
- Just imagine if you could not “prospect” any more.
- What would you do to develop new business?
- “Treat every customer as if you were on the verge of losing them.
- “Relationships are priceless!”

Exercise

- Answer the following question:
- If you were forced to work “by referrals only” what would do to get referrals?

Getting Resales & Referrals

- Base on recent research the key reasons for customer “defection” are:
- “Indifference” on the part of someone in your company.
- Lack of “responsiveness” to inquires and complaints.
- Slow response triggers fear, and anger.
- Prompt fast response builds loyalty and trust.

Follow the Golden Rule!

- The “Golden Rule” of selling and customer service...
- “Serve your customers the way you would like your suppliers to serve you!
- Develop the “Golden Chain” of endless referrals from your satisfied customers!
- The ultimate question you may ask your customer:
- ***“Based on your experience with us, would you recommend us to others?”***

Getting Resales & Referrals

- Ask your customer:
- ***“Based on a scale of 1 to 10, would you recommend us to others?”***
- Continually ask:
- ***“How can we get a 10 the next time?”***
- “Relationship Selling” strategies:
- Build rapport and trust from the beginning.
- Build “credibility” and perceived competence.
- Develop a relationship “maintenance” strategy.

Getting Resales & Referrals

- Service your customers “better” than anyone else.
- Ask: “***How can we serve you better?***”
- Ask: “***How can we improve our services in the future?***”
- Always say: “***We’ll get on this right away!***”

Getting Resales & Referrals

- Having a “Customer Sales and Service” strategy is the foundation of a great sales career!
- There is much satisfaction, rewards, and satisfaction for those who go the extra mile to please and satisfy customers.
- All successful salespeople and businesses are known for how well they treat their customers.
- This must be your ultimate goal as well!

Exercise

- Write your answers to these questions:
- How would you treat your customers if they were your spouse, mother or father, brother or sister?
- Describe the best customer service experience you have had as customer?
- What three action steps will you take as a result of the lessons learned in this module?

Success and Self-Motivation

- You have the skills and the ability right now to sell and earn twice as much as you are earning today, and probably much more.
- It is said...
- ***“Your Attitude, more than your Aptitude, determines your Altitude?”***
- If you want to become more “physically fit”, you engage in physical exercise each day.
- If you want to become more “mentally fit” you engage in certain mental exercises each day.

Success and Self-Motivation

- There are “Seven” things you can do to motivate yourself and keep yourself performing at your best all day long:
- #1 Make a decision to become “excellent in the field your selling in.”
- Resolve to pay any price, make any sacrifice, invest any amount of time necessary, for as long as it takes, to get into the top 20% of income earners in your field!

Success and Self-Motivation

- The reason people don't get into the top 10% in selling is because they never make a decision and commitment to do it.
- They think about it, dream about it, and wish they were in the top 20% of the earners.
- But they never make a do or die decision they are going to pay whatever the price is necessary to excel in their profession of selling.

Success and Self-Motivation

- I have great news for you, is that all “Sales Skills are learnable!”
- You can learn any skill you need to learn to achieve any sales goal that you can set for yourself!
- There are no limits to your success, only the limits you place on yourself.
- #2 Identify your limiting skill to achieve greater sales success.
- Just Imagine you could wave a magic wand and, overnight, become absolutely excellent in any one skill in your field of selling.

Success and Self-Motivation

- What one skill, if you were absolutely excellent at it, would help you the most to increase your sales success and income?
- Write it down!
- Make a plan to achieve it!
- Then work on getting better in that one key area every single day!
- The fact is you may be just one sales skill away from doubling your income, and becoming one of the best salespeople in your field!

Success and Self-Motivation

- When you answer this question, you will know what that skill might be.
- #3 Associate with positive people most of the time.
- The people you associate with throughout the day and throughout your life, have an enormous impact on your attitude, your personality, and your level of achievement!
- The late and great sales and motivational speaker “Zig Ziglar” use to say:
- ***“Fly with the eagles; don’t scratch with the turkeys.”***

Success and Self-Motivation

- Your choice of the people you associate with will largely determine your success or failure in sales and your life.
- #4 Take excellent care of physical health.
- You will live longer and have better quality of life.
- Eat the right foods, and less of them.
- Commit to get 200 minutes of exercise each week.
- Be sure you get 7 to 8 ours of restful sleep every day.

Success and Self-Motivation

- #5 Practice positive visualization:
- See yourself as the best in your field.
- Remember, the person you see on the inside is the person you will be on the outside.
- When you visualize yourself as confident and absolutely excellent at what you do, your thoughts, your words, your feelings and actions will express that mental picture in everything you do!

Success and Self-Motivation

- #6 Talk to yourself positively ; control your inner dialogue,
- 95% of your emotions are determined by the way you talk to yourself as you go through your day and throughout your life!
- Positive happy people talk to themselves in a positive and constructive way.
- Use positive affirmations to keep yourself upbeat and energized!

Success and Self-Motivation

- Say positive affirmations to yourself like;
- ***“I like myself!”***
- ***“I can do it!”***
- ***“I’m the very best!”***
- ***“I love my work!”***
- #7 Become intensely action oriented in everything you do.
- The great scientist “Albert Einstein said:
- ***“Nothing happens until something moves.”***

Success and Self-Motivation

- In sales, nothing happens until you move as well!
- “Start Earlier, Work Harder, Stay Longer.”
- “Get going, Get busy, move fast, Increase your speed of activity.”
- Remember, “the faster you move, the more people you will see, the more sales you will make, the more money you will make!”

Success and Self-Motivation

- You have learned a lot of great ideas in this program,
- But they will only work if you do.
- When you begin practicing and applying these ideas, hour by hour, day by day and week by week, non-stop and relentlessly with a passion, your sales will go up beyond what you can imagine.
- By applying these skills and ideas, within a few months, or even a few weeks, you will become one of the top sales professionals and top earners in your field!

In Conclusion

- Remember...

“There are no limits!”