



# Relationship Selling Skills are a Big Deal!

presented by

## Tom Shay, CSP

*Participants:  
Please open this handout now and read the guidelines  
to get the most from this event for yourself.*



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## Relationship Selling Skills are a Big Deal!



Today, we are going to work with the ways in which we sell our products and services to our customers. Instead of my talking at you about the ways customers want and should be spoken to, this is an interactive event. So that we may maximize our time together, **please read this information and assist in minimizing our preparation time.**

Locate 3 to 5 other participants that you do not know, and gather yourselves around a table so that you may see each other. In addition to this handout, you will each need a pen. On page 8 of this handout, it is suggested that you write the name of each of the members of your group, and even give your group a name. You may decide to be the "Aces", the "Royal Flush", or "Four of a Kind".

Each group will be given a deck of cards containing 24 cards. Each card has one question and information with regard to that question. With some cards, the information is the "answer" to that question as there have been many scientific studies performed on the interaction between a salesperson and a customer. Sometimes the information is a guideline or suggestion for dealing with that customer.

**Our "game" today will be played in 3 rounds.** The first (spades) round deals with the words we use, and the questions we ask of our customers. Pages 2 and 3 of the handout cover the spades round. The questions are restated, and there is space for you to write your thoughts and responses.

The second (hearts) round deals with our actions, body motions and voice tones we use with our customers. Pages 4 and 5 of the handout cover the heart round. The third (diamonds) round deals with our follow up to our customers. Pages 6 and 7 of the handout cover the diamond round. **Each round will consist of approximately 16 minutes.** Do not worry if you do not get through all of the eight cards of each round. It is more important that you obtain the maximum from the information shared.

At the end of each round, **each group will be asked to input one thought** from that round. Obtain a consensus from your group and have one individual be prepared to share that idea with the rest of the participants. Please have someone different provide a response for each round.

When our time together is completed, you will leave with several things. The first is the information printed on the playing cards from leading authorities on sales techniques. The second is input from the participants within your group. And most important, you will be better prepared to sell your self, the business you work in, and your products and services.

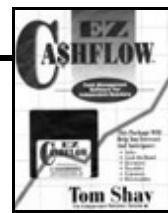


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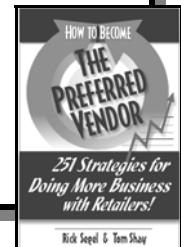
Round One (Spades): The words we use; our questions and statements



1. How many words does the typical person speak in one minute? How many words is the typical person capable of hearing in one minute? What happens with the difference?
  2. A person is likely to drift when they are listening because they can hear words a lot faster than they can speak words. What can you do to minimize this problem when speaking with a customer?
  3. Clarifying is the act of paraphrasing what your customer has said to you in order to confirm your interpretation of the message that was sent. It involves four steps: On target, state, extra info, and identify. Define each and put them in the proper sequence of occurring.
  4. The most important question you can ask a customer is a variation of, "Why?"  
Why are you replacing ...?  
Why have you asked for ...?  
What other variations of 'why?' can you think of? (Variations do not have to start with the word "why").



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## Round One (Spades): The words we use; our questions and statements



5. When a customer states an objection or concern as you are asking for the sale, what can you ask to learn what is preventing you from closing the sale?

6. While it is easy to make a statement instead of asking a question, a question lets the customer know you desire their information. Take these four statements and change them into questions.

This product has a lifetime warranty.

This product requires little maintenance.

The quality is well worth the price.

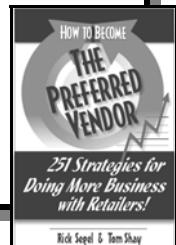
This is the newest item available.

7. Many customers visit with a sales person while having preconceived ideas with regard to the product or service. Our example customer does not believe what you are selling is compatible with what they already own. How can you overcome this incorrect idea? Each person should give an example of how to resolve that misconception.

8. When a customer walks into a business, the salesperson can be at a disadvantage because they often do not know why the customer walked in. Give examples of unique questions you can ask customers that are sure to draw them into a conversation.



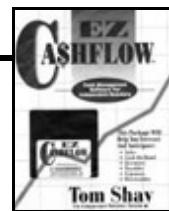
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## Round Two (Hearts): Actions, body motions and voice tones



1. Communication consists of 3 sources: words, body language, and tone. How much does each source contribute to determining one's meaning?

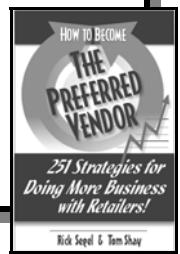
2. What can you do to focus on the person talking with you?

3. Most people have five senses. Name them, and give an example of how you can appeal to each of them.

4. Stephen Covey, the author of "The 7 Habits of Highly Effective People," encourages us to "listen with the intent to understand, rather than with the intent to respond." What does this statement mean to you?



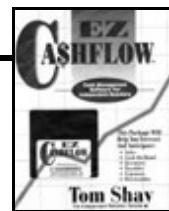
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## Round Two (Hearts): Actions, body motions and voice tones



5. People much more easily buy from people they like. What are key ways of building that friendship with a customer?

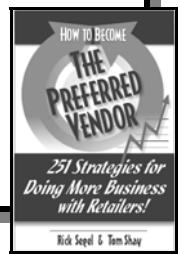
6. Customers' questions and statements are signs they are ready to purchase. What examples can you think of?

7. Customers give physical signs as well as verbal signs of their interest in making a purchase. How many signs can you think of that indicate a person is making the decision to make a purchase?

8. When a salesperson is in the same general area as a customer, there are four distance zones that come into play. Can you name them, define them, and give an action you would take?



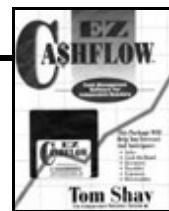
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## Round Three (Diamonds): Followup; going that extra mile



1. Just as the question, "Is that all?" is incorrect in assuming that the sale represents the end to your interaction with the customer, expecting there is only one sale with the customer is also incorrect. What other leads could you ask for?

2. A good customer can lead you to another good customer as people spending money tend to associate with people spending like amounts of money. How can you use these six contact techniques?

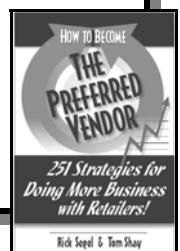
Flowers, thank you note, birthday card, door hanger, telephone, customer survey

3. Several months after the sale is completed, you should contact the customer again. What could you use as an entry for the conversation?

4. Research has shown that customers quit buying from businesses for specific reasons. Do you know what they are?



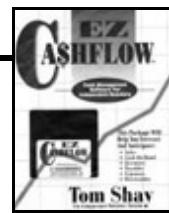
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## Round Three (Diamonds): Followup; going that extra mile



5. Some follow up techniques are most unusual. What techniques can you think of?

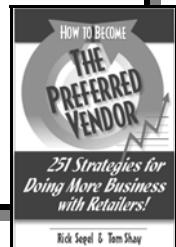
6. What unique ways can you use to keep your name in front of the customer?

7. What reasons can you think of for following up with a customer?

8. The average salesperson will lose 20% of their customers each year. What are your chances of recovering a lost customer as compared to the chances of making an initial sale to a new customer? Why would you want to recover a lost customer? What could you do to recover a lost customer?



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The deck of cards to be used to create an interactive educational event for your employees for their learning how to work better with customers.
- AMP Calculator (An online service product) (\$40.00 annual subscription)**  
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- How to Become the Preferred Vendor - 251 Strategies for doing more business with retailers! (\$19.95)**  
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