

# *Sales Call Success For Promotional Products Professionals*

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## **Five Steps To A Successful Sales Call**

1. Target prospects that have the greatest ability to give you large orders and repeat business.
2. Do The Research
3. Ask The Right Questions
4. Be A Great Listener, Reflect Back
5. Follow-up Like A Pro

### **Step #1 Target The Right Prospects:**

If you want to make more money in promotional products sales *target customers that have the greatest ability to give you larger orders and repeat business.*

**This does not mean that you can't sell to companies outside of your target market it just means this is where you will focus your marketing and prospecting efforts.**

(In the resource section of the Ultimate Profit-Boosting Manual I've listed the *Top Twenty Buyers of Promotional Products* by industry and title.)

### **Four critical things that will move a sale forward.**

1. Understand the client's hot buttons (Chapter 5 in the Manual)
2. The client needs to feel a sense of urgency (Needs it now or for a special event or special offer)
3. Knowing who makes the decision
4. Knowing how decisions are made

## **Step #2 Do The Research:**

The more you know about a prospect before the call, the better position you will be in to meet their needs. The more needs you can meet, the more sales you will get.

Where to find information:

Library

Annual Reports

Google Search

Company Web Site

Newspapers

Industry Trade Journals

Magazines

Friends, Colleagues, Relatives

People that work at the company

## **Company Information**

Business Name

Address

Other Divisions

Type of business

Their products and services

Their mission statement, tag line or slogan

Their main customers or clients or attendees

Their main competitors

Their biggest marketing challenges

Trends that are happening in their industry

Contact person's name

Contact person's title

Contact person's telephone number

Contact person's email address

Administrative assistant's name

Names of other buyers of promotional items within the organization

### **Step # 3 Ask Great Questions / Step # 4 Be a Great Listener! Reflect Back!**

When you meet with a client for the first time, powerful questions are the best way to let your clients and prospects know that you are committed to helping them achieve their goals.

***Many sales professionals make the mistake of talking about themselves or their product before they uncover client needs.***

***Savvy sales professionals get the client talking first. The best sales professionals are the best listeners. Your goal is to uncover problems, identify opportunities and then offer solutions.***

Questions are a sales person's secret weapon, what benefits one person may be of no need to others. You need to be like a doctor and diagnose the problem before you offer a solution.

You can't offer a solution until you know the challenges and problems your prospect is experiencing. Be familiar with what your client does, how he does it, what challenges his industry is facing.

Understand the company's buying process and buying criteria before you decide if this is a good prospect for you.

***Finally, when you do begin to speak make sure you have a way to differentiate your product or service from all the other promotional products vendors.***

(If you're unclear about how to differentiate yourself read Chapter 3, *Position Yourself for Profit*, in the manual)

Here's an easy way to start any sales call:

***“Thank you for taking the time to meet with me today. My company specializes in offering promotional solutions for companies such as yours, but before I tell you more about my company, I'd like to learn as much as possible about you, your goals, challenges and plans for promoting your business. I'll be taking some notes and asking some questions. Would that be ok?”***

**Periodically reflect back what you are hearing.** For example: “So what you are saying is faster delivery and better follow up is what is most important to your company is that correct? “

## **Opportunity Questions**

Preliminary things you need to know:

**(Put these in your own words, *take notes and listen carefully*)**

1. What are you currently doing to promote your product, service or events?
2. What do you value most in a vendor?
3. How do you select your vendors?
4. Would you use more than one source for promotions?
5. What do you expect after the sale?
6. If you could change anything about your current promotion vendor what would it be?
7. In the past what has caused you to change vendors?
8. How can I get on your preferred vendor list?
9. How do you prefer to be contacted? (Telephone, email, fax, letter?)
10. When is the best time to follow up?

## **More possible questions...**

### **Fact Finding Questions:**

1. What is your company's greatest marketing challenge?
2. What are you currently doing in the way of promoting your business?
3. Who is your ideal customer?
4. How are you thanking your best customers?
5. What is working? What is not working?

### **Decision Making Process Questions:**

*(It is critical to know the answers to these questions before you spend valuable time submitting a proposal)*

1. Who beside yourself is involved in the decision making process?
2. How are decisions made on promotional products purchases: price, quality, past relationships etc?
3. If I present a unique idea will you be sharing that with other vendors?
4. How many other vendors are you speaking with?
5. **What needs to happen for us to work together?**

### **“ Hot Opportunity” Questions:**

1. What trade shows do you participate in and when?
2. Do you have sales training classes?
3. Do you do consumer promotions?
4. What is your company's anniversary date?
5. What special events are coming up? (Outing, company dinner?)
6. What are you doing to encourage employee safety?
7. Do you have a program in place to encourage repeat business?
8. How do you motivate your employees? Are there any special programs?
9. What type of items do you use as gifts for clients visits?
10. May we add your name to our email and mailing list?

### **Marketing Mix Questions:**

1. What other marketing methods are using? (Radio, TV, Newspaper, Direct Mail?)
2. What is your most effective advertising medium? How does your company use advertising and promotion to bring in new sales or retain current clients?

(Use these questions to supplement their existing marketing with a promotional item, or emphasis the residual value of promotional items compared to other types of advertising)

### **Product Recommendation Questions:**

1. What is the purpose of this promotion? (Theme, Desired Result)
2. Who and will be receiving the promotion? (This is the target audience, men women, old, young etc.)
3. What is the budget for this promotion?
4. How many items do you need?
5. Is there a theme?
6. What is the deadline date for receiving the items?
7. How will you distribute the items? (Direct Mail, Personal Contact, Trade Show)
8. In the past what have you used for this event?

### **Referral Questions:**

1. Is there anyone else in the company that might benefit from our service?
2. Is there anyone else that you know that may need our service?
3. Who would be an ideal referral to your business?
4. How can I best help you?
5. Is there any service we aren't currently offering that would be helpful to you?
6. **Send a hand written thank you note for all referrals.**

### **Step # 5 Follow Up**

- 1. Follow up with a handwritten thank you after all first time sales calls.**
2. Follow up with a letter or email summarizing the main points of your discussion.
3. Set up another meeting where you can present your solutions.
4. Find out what the next step is. What needs to happen for this project to move forward?

**Use this space to write your best questions:**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.



