





PROFESSIONAL SELLING AND MARKETING OF WATER TREATMENT PRODUCTS AND SERVICES

Part 2: Exploring the Selling Sequence

2

PROFESSIONAL SELLING AND MARKETING OF WATER TREATMENT PRODUCTS AND SERVICES

SESSION 1:

A BACKGROUND TO PROFESSIONAL SELLING!



3

PROFESSIONAL SELLING AND MARKETING



DEVELOPMENT OF TRAINING SYSTEMS!

- ELMER WHEELER - "DON'T SELL THE STEAK—SELL THE SIZZLE!"
- DALE CARNEGIE – "HOW TO WIN FRIENDS AND INFLUENCE PEOPLE IN BUSINESS"
- ELMER LETERMAN - "THE SALE BEGINS WHEN THE CUSTOMER SAYS NO"
- SANDLER SELLING SYSTEM, WILSON LEARNING,
ALSO: ZIG ZIGLAR, TACK TRAINING, etc
- TOM HOPKINS' "7-STEP SALES"
- XEROX - *PROFESSIONAL SELLING SKILLS (P.S.S.)*
- ACCLIVUS "3S" *SALES/SUPPORT/SERVICE = VALUE CREATION*
- META GROUP: *CUSTOMER RELATIONSHIP MANAGEMENT* (CRM)
– N.B. CRM'S NOW INCLUDE: "ACT", "OUTLOOK", "GOLDMINE"

WHO WENT THROUGH THESE PROGRAMS?

4

PROFESSIONAL SELLING AND MARKETING

TRAINING HAS BECOME TOO COMPLEX – LET'S GO BACK TO BASICS!

MOST TRAINING SYSTEMS FOR SELLING SKILLS
CENTER AROUND *BUILDING RELATIONSHIPS*,
PROMOTING SUPPORT SERVICES, AND *SATISFYING
CUSTOMER NEEDS*.

- OFTEN INVOLVE 7-STEP SEQUENCES (BECAUSE YOU
CAN REMEMBER "7"). SOME 7-STEP PROGRAMS STILL
GOING STRONG - AND NOW SELLING GLOBAL, INCLUDE:

- (XEROX) PSS SYSTEM
- TOM HOPKINS
- DALE CARNEGIE

MAYBE WE NEED A 7-STEP SELLING SEQUENCE
CUSTOMIZED FOR WATER TREATMENT?

5

PROFESSIONAL SELLING AND MARKETING



"BASICS" REALITY CHECK!

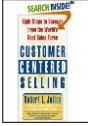
- MOST SYSTEMS ARE NO SUBSTITUTE FOR HARD WORK,
A PLAN, AND PLENTY OF PREPARATION
- MAINTAIN A POSITIVE "CAN DO" ATTITUDE
- THE SECRET OF COLD CALLING IS – ITS NOT WHO YOU
KNOW – *BUT WHO KNOWS YOU!*
- ONLY PUT YOURSELF IN FRONT OF PEOPLE WHO CAN
SAY YES TO YOU, AND DELIVER "VALUE" FIRST!
- MAKING APPOINTMENTS IS EASIER IF YOU GET A
REFERRAL, HOST A FREE SEMINAR, WRITE AN
ARTICLE, OR EMAIL "IDEAS OF THE WEEK"

DO WE NEED THE ABOVE PLUS A 7-STEP SELLING SEQUENCE
CUSTOMIZED FOR WATER TREATMENT?

6

PROFESSIONAL SELLING AND MARKETING

OF WATER TREATMENT PRODUCTS AND SERVICES



SESSION 2

THE SELLING SEQUENCE!

ITS LIKE CLIMBING A STAIRCASE – IF YOU MISS A STEP, THEN YOU STUMBLE AND FALL!

7

PROFESSIONAL SELLING AND MARKETING



DALE CARNEGIE: “SELL LIKE A PRO!”

1. BUILDING CREDIBILITY AND RAPPORT WITH CUSTOMERS
2. GENERATE INTEREST IN YOUR IDEAS AND APPROACH TO PROBLEMS
3. PROVIDE THE KIND OF SOLUTIONS YOUR CUSTOMERS REALLY WANT
4. RESOLVE OBJECTIONS IN A CLEAR AND CONFIDENT WAY
5. DEMONSTRATE COMMITMENT TO YOUR CUSTOMERS & GAIN COMMITMENT FROM YOUR CUSTOMERS
6. UNCOVERING HIDDEN OPPORTUNITIES
7. REAL SUCCESS REQUIRES PLANNING.

QUESTION: COMMENTS ON THESE 7-STEPS?

8

PROFESSIONAL SELLING AND MARKETING



PSS: “NEED/SATISFACTION SELLING”

1. OPENING: AGREE ON WHAT WILL BE COVERED
2. PROBING: BUILD CLEAR UNDERSTANDING OF NEEDS
3. SUPPORTING: HELP PROSPECT UNDERSTAND HOW YOU CAN SPECIFICALLY SATISFY NEEDS
4. CLOSING: REVIEW AND AGREE ON THE NEXT STEPS (NOT NECESSARILY GETTING AN ORDER TO SUPPLY)
5. CONNECTIVE SKILLS: PROOF, ACKNOWLEDGING, CONFIRMING, POSITIONING, CHECKING
6. ADDRESSING INDIFFERENCE: HUSTLING FOR ORDER
7. RESOLVING CUSTOMER CONCERNS: OVERCOMING OBJECTIONS – PREVENTING BUYER REMORSE!

ANY PROBLEMS? LET'S LOOK IN MORE DETAIL!

9

PROFESSIONAL SELLING AND MARKETING



PSS: "NEED/SATISFACTION SELLING"

1. OPENING: - A "BENEFIT" STATEMENT
2. PROBING: -INDIRECT PROBE TO "OPEN UP" PROSPECT
3. SUPPORTING: PICKING UP ON FAVORABLE COMMENTS
4. CLOSING: ASKING FOR THE ORDER!



A SUCCESSION OF PROBES AND SUPPORTS! EXAMPLES? 10

PROFESSIONAL SELLING AND MARKETING



TOM HOPKINS "7-STEP SELLING CYCLE"

1. PROSPECTING: FINDING THE ECONOMIC BUYER
2. ORIGINAL CONTACT: PERSUASION TO GIVE TIME
3. QUALIFICATION: SUITABILITY OF PRODUCT TO NEEDS
4. PRESENTATION: BENEFITS/PERSUASION POINTS
5. ADDRESSING CONCERNS: OVERCOMING OBJECTIONS
6. CLOSING THE SALE: "THE DEAL"
7. GETTING REFERRALS: PERSONAL INTRO. OR LETTER

THE REFERRAL ELIMINATES SOME NEED FOR PROSPECTING!
DO YOU OBTAIN REFERRALS? 11

PROFESSIONAL SELLING AND MARKETING

OF WATER TREATMENT PRODUCTS AND SERVICES SESSION 3

THE ECONOMIC BUYER



HOW ABOUT THE ROLE OF THE ECONOMIC BUYER, AND THE
VALUE OF WHAT WE SELL? 12

PROFESSIONAL SELLING AND MARKETING



BUYERS!

“BUYERS” COME IN VARIOUS TYPES AND CAN PLAY DIFFERENT ROLES. TYPICALLY, WE MAY DEAL WITH:

- A MAINTENANCE SUPERVISOR
- FACTORY ENGINEER, OR CHIEF ENGINEER
- WORKS CHEMIST, OR QUALITY/PROJECT ENGINEER
- PURCHASING AGENT, OR PROPERTY MANAGER
- HEAD OF FACULTY, OR INSTITUTION ADMINISTRATOR
- A CONSULTANT, OR OUTSOURCED ORGANIZATION

IN YOUR LAST SALE, WHO WAS THE:

- “GATEKEEPER”?
- THE “USER”?
- THE “TECHNICAL BUYER”?
- THE “MENTOR”?
- THE “ECONOMIC BUYER” ?

13

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BUYERS SELF-INTERESTS!

THE ROLE OF EACH “BUYER” THAT YOU SELL TO HAS UNIQUE CRITERIA AFFECTING OVERALL PERCEPTIONS OF THE SALE, AND YOUR VALUE IN THAT SALE!

- IN ORDER TO EVALUATE THE SALES POTENTIAL, YOU NEED TO IDENTIFY THE BUYERS AND THE ROLE THEY WILL EACH PLAY IN THE SALE
- A DECISION TO PURCHASE IS OFTEN INFLUENCED BY THE PERSONAL GAINS OF INDIVIDUAL BUYERS
- UNDERSTANDING THE BENEFITS FOR THE BUYERS WILL HELP YOU TO DETERMINE HOW TO SELL TO EACH DECISION MAKER

QUESTION: GIVE EXAMPLES OF BUYERS SELF-INTEREST, BENEFITS, PERSONAL GAINS?

14

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BUYERS PERSONAL GAINS!

YOU MIGHT TRANSLATE FEATURES INTO BENEFITS AND SELL:

- **IMPROVED PRODUCTION**
- **INCREASED EFFICIENCY**
- **LOWER OPERATING COSTS**
- **ROI**

BUT THE REAL BENEFITS GO TO THE BUYERS!

✓	PERSONAL RECOGNITION
✓	INCREASED AUTHORITY
✓	LEARN NEW SKILL
✓	REDUCED STRESS
✓	MORE LEISURE TIME
✓	GROWTH POTENTIAL
✓	SELF ESTEEM
✓	PROBLEMS AVOIDED
✓	NEW CHALLENGE
✓	PRIDE OF CONTRIBUTION
✓	PERSONAL SATISFACTION

YOU NEED TO EVALUATE THE SALES PERCEPTION AND CREATE THE REALITY OF VALUE!

15

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SO WHO IS THE ECONOMIC BUYER?

DEALING WITH THE PERSON WHO ACTUALLY BUYS WHAT YOU ARE SELLING CAN SOMETIMES BE A TRICKY THING TO FIND OUT. **START AT THE TOP!**

THE GATEKEEPER/TECHNICAL BUYER INFLUENCES DECISION MAKING BY CONSIDERING HOW WELL YOUR PROPOSAL MEETS SPECS. AND HOW WELL IT WILL WORK/NOT WORK ON THE JOB. BUT WHO HAS THE DECISION-MAKING POWER TO GIVE YOU THE SALE?

HOW MANY OF US REALLY START AT THE TOP? MOSTLY, WE WORK UP FROM THE BOTTOM!

16

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THE ECONOMIC BUYER?

ECONOMIC BUYERS ARE THE "MONEY" PEOPLE IN THE CLIENT'S ORGANIZATION. THEY CONTROL THE BUDGET AND HAVE VETO POWER OVER SPENDING. THEY WILL TAKE A HARD LOOK AT ROI, AND WANT THE BEST DEAL (BEST VALUE) - ALMOST ALWAYS SENIOR MANAGERS. TYPICALLY:

- 1) MORE INTERESTED IN BIG PICTURE THAN DETAILS
- 2) TOO BUSY TO READ DETAILS (EXEC. SUMMARY?)

THE ECONOMIC BUYER RELIES ON SUBORDINATES TO SUMMARIZE FINDINGS, IDENTIFY CONCERNS AND MAKE RECOMMENDATIONS

YOUR JOB, OF COURSE, IS TO DISCOVER THOSE CONCERNS AND MAKE SURE YOU HIT THEM!

17

PROFESSIONAL SELLING AND MARKETING



BUYERS: - THE HATS THEY WEAR!

- **ECONOMIC BUYER** - HOLDS THE PURSE STRINGS
- **MENTOR/CONSULTANT/TECHNICAL BUYER** - THE OPINION GIVER
- **USER** - THE PERSON WHO IS ACTUALLY GOING TO USE THE PRODUCT YOU ARE SELLING
- **INITIATORS** - THEY POINT TO YOU IN THE FIRST PLACE
- **GATEKEEPERS** - CARE ABOUT PROTECTING OTHERS IN THE ORGANIZATION FROM YOU!
- **CHAMPIONS** - PRAISE YOU/YOUR PRODUCTS, COACH YOU, AND HELP GET TO THE RIGHT PEOPLE. (WHAT DO THEY WANT IN RETURN?)

YOU NEED TO UNDERSTAND THESE HATS!

18

PROFESSIONAL SELLING AND MARKETING



BUYERS: THE ROLES THEY PLAY!

- **THE CHILD** - NAIVE, TRUSTING, AND OPEN
- **THE JUDGE** - SUSPICIOUS OF EVERYONE - ALL PEOPLE ARE SELFISH. WON'T BELIEVE YOU!
- **THE NEGOTIATOR** - SEEKS TO BEAT YOU DOWN - NO MATTER HOW GOOD THE DEAL
- **BARGAIN-HUNTER** - DRIVEN BY VALUE. MAY INCLUDE ASPECTS OF NEGOTIATOR. LIKES TO REACH CLOSURE AND MAY MAKE IMPULSIVE DECISIONS
- **THE ADULT** - KNOWS WHAT THEY WANT. DON'T WANT GAMES. THEY WILL NOT NEGOTIATE AND WANT YOUR BEST PRICE STRAIGHT UP

YOU NEED TO UNDERSTAND THESE ROLES!

19

PROFESSIONAL SELLING AND MARKETING



VALUE

"PERCEPTION IS REALITY." - WHAT SOMEONE BELIEVES TO BE TRUE IS, IN FACT, TRUE FOR THAT PERSON. MOST DECISIONS ARE BASED ON ONE'S PERCEPTIONS, WHICH MAY OR MAY NOT MIRROR REALITY.

BRANDS HAVE GOOD AND BAD PERCEPTIONS, SO TO SELL MORE, SELL VALUE FIRST, BRAND SECOND!

WE MUST UNDERSTAND THE VALUE WE OFFER, AND THE BUYER MUST PERCEIVE THE OFFER AS VALUABLE -THE REAL VALUE, NOT THE ACTUAL MONETARY VALUE!

VALUE IS A MEASURE OF WORTH. REAL VALUES CAN BE MEASURED BY ROI!

QUESTION: GIVE EXAMPLES OF VALUE-ADDED?

20

PROFESSIONAL SELLING AND MARKETING

OF WATER TREATMENT PRODUCTS
AND SERVICES

SESSION 4

REVIEW OF "STANDARD" SELLING SEQUENCES!



QUESTION: REMIND US OF WHAT SELLING IS?

21

PROFESSIONAL SELLING AND MARKETING



A REMINDER: WHAT IS SELLING?

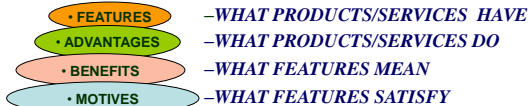
- SELLING IS FIRST AND FOREMOST A TRANSACTION BETWEEN A SELLER AND THE PROSPECTIVE BUYER(S)
- SELLING IS FINDING OUT WHAT PEOPLE WANT AND HELPING THEM GET IT! – *IT'S A SERVICE ACTIVITY!*
- SELLING IS A CYCLE BECAUSE, IF IT'S DONE PROPERLY, THE LAST STEP IN THE CYCLE LEADS YOU BACK TO THE FIRST!
- IT'S A SEQUENCE OF STEPS, SUPPORTED BY MARKETING, AND DEMANDING BUSINESS SKILLS

QUESTION: NOW DEFINE FEATURES, ADVANTAGES, BENEFITS, MOTIVES?

22

PROFESSIONAL SELLING AND MARKETING

PRODUCT/SERVICE ATTRIBUTES: - THE FOUR PRINCIPAL LEVELS!



A BASIC RULE OF SELLING IS TO SELL ON BENEFITS THAT CUSTOMERS GAIN FROM USING OUR PRODUCT, RATHER THAN THE LIST OF FEATURES THAT IT HAS.

23

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SELLING SYSTEMS

"Turning Salespeople into a Competitive Advantage"



MOST SYSTEMS DON'T WORK IN ALL TYPES OF SELLING! BUT THEY ALL HAVE SOME BASIC COMMON-SENSE GOOD IDEAS!

24

PROFESSIONAL SELLING AND MARKETING



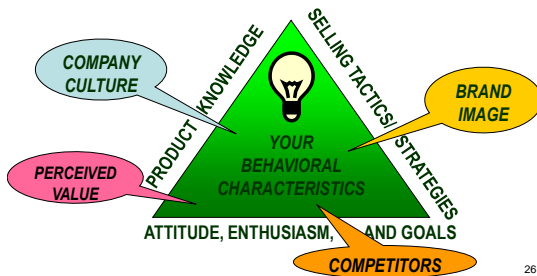
HOW ABOUT A FREE SYSTEM OFF THE WEB?

- 1.INTRODUCTION
2. ESTABLISH RAPPORT
3. CLARIFY CURRENT PRODUCT USAGE
4. DETERMINE POTENTIAL NEEDS OF NEW PRODUCT
5. ASK QUESTIONS ON CURRENT/POTENTIAL NEEDS OF PRODUCT
6. PROBE MORE FOR BETTER UNDERSTANDING OF NEEDS OF PRODUCT
7. ESTABLISH NEEDS OF PRODUCT
8. CLARIFY CLIENTS' UNDERSTANDING OF NEEDS FOR THE NEW PRODUCT
9. DEMONSTRATE PRODUCT FEATURES
10. EXPLAIN BENEFITS OF USING PRODUCT TO CUSTOMER
11. EXPLAIN ADVANTAGES OF YOUR PRODUCTS OVER COMPETITORS
12. EXPLAIN HOW YOUR PRODUCT IS SOLUTION TO MEET CLIENTS NEEDS
13. NOW ADVOCATE YOUR PRODUCT AS SOLUTION
14. MOTIVATE CLIENT, BY OFFERING OTHER VALUES - SERVICE SUPPORT
15. HANDLE ANY RESISTANCE AND TRIAL CLOSE
16. HANDLE OBJECTIONS [PRICE/DELIVERY etc.]
17. SEEK COMMITMENT
18. CLOSE THE SALE
19. ASK FOR THE ORDER -**SILENCE!**
20. LEAVE WITH ORDER

25

PROFESSIONAL SELLING AND MARKETING

REMEMBER THE SELLING TRIANGLE?

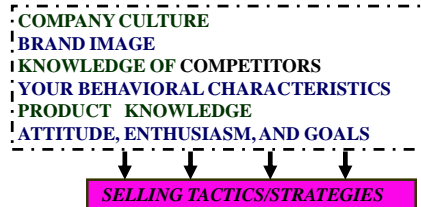


26

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SIMPLY CONCENTRATE YOUR SKILLS!



AND FOCUS ON PROFESSIONALIZING YOUR SELLING/
MARKETING SKILLS, AND CREATING VALUE!

27

PROFESSIONAL SELLING AND MARKETING



WHY NOT LINK THE SELLING TRIANGLE TO A "STANDARD" SELLING SEQUENCE?



QUESTION: SO WHAT WERE THE 7-STEPS OF EACH OF THESE PARTICULAR SELLING SYSTEMS?

28

PROFESSIONAL SELLING AND MARKETING



WHY NOT LINK THE SELLING TRIANGLE TO A "STANDARD" SELLING SEQUENCE?



QUESTION: SO WHAT WERE THE 7-STEPS OF EACH OF THESE PARTICULAR SELLING SYSTEMS?

29

PROFESSIONAL SELLING AND MARKETING



DALE CARNEGIE: SELL LIKE A PRO!

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30

PROFESSIONAL SELLING AND MARKETING



PSS: NEED/SATISFACTION SELLING

1. OPENING: - A "BENEFIT" STATEMENT
2. PROBING: -INDIRECT PROBE TO "OPEN UP" PROSPECT
3. SUPPORTING: PICKING UP ON FAVORABLE COMMENTS
4. CLOSING: ASKING FOR THE ORDER!



THE PSS SYSTEM PROPOSES A SUCCESSION
OF PROBES AND SUPPORTS!

31

PROFESSIONAL SELLING AND MARKETING



TOM HOPKINS 7-STEP SELLING CYCLE

1. PROSPECTING: FINDING THE ECONOMIC BUYER
2. ORIGINAL CONTACT: PERSUADE PROSPECT FOR TIME
3. QUALIFICATION: SUITABILITY OF PRODUCT TO NEEDS
4. PRESENTATION: BENEFITS/PERSUASION POINTS
5. ADDRESSING CONCERNS: OVERCOMING OBJECTIONS
6. CLOSING THE SALE: "THE DEAL"
7. GETTING REFERRALS: PERSONAL INTRO. OR LETTER

TOM HOPKINS REFERRAL STEP CAN ELIMINATE THE CONSTANT
NEED FOR PROSPECTING!

DO YOU REGULARLY OBTAIN REFERRALS?

32

PROFESSIONAL SELLING AND MARKETING

OF WATER TREATMENT PRODUCTS
AND SERVICES

SESSION 5

BENEFITS AND LIMITATIONS OF "STANDARD" SELLING SEQUENCES!

SELLING WATER TREATMENT IS "DIFFERENT"!



33

PROFESSIONAL SELLING AND MARKETING

SOME KEY COMPONENTS OF "STANDARD" SELLING SEQUENCES?!

- **DALE CARNEGIE: "SELL LIKE A PRO"**
*BUILD CREDIBILITY (TRUST), SELL SOLUTIONS,
PLAN FOR SUCCESS*
- **PSS: "NEED/SATISFACTION SELLING"**
*OPEN ►PROBE ►SUPPORT ►CLOSE
REPEAT AND REPEAT, GAIN COMMITMENT*
- **TOM HOPKINS "7-STEP SELLING CYCLE"**
PROSPECTING, REFERRALS, CLOSING THE CIRCLE

WE USE THESE COMPONENTS IN OUR OWN PROFESSIONAL
SELLING, BUT WHAT ARE THEIR LIMITATIONS WHEN SELLING
WATER TREATMENT?

34

PROFESSIONAL SELLING AND MARKETING

SOME LIMITATIONS OF "STANDARD" SELLING SEQUENCES!

- **ARE THESE "TRANSACTIONAL" OR "CONSULTATIVE"**
SELLING SEQUENCES?
- **NO CONSIDERATION OF MARKETING - BRAND IMAGE,
MARKET POSITION!**
- **NO CONSIDERATION OF BUSINESS MANAGEMENT –
PRICING, DISTRIBUTION, GETTING PAID!**
- **BUILDING TRUST AND FINDING THE RIGHT
OPPORTUNITY OFTEN TAKES A LONG TIME!**
- **WHERE ARE THE SITE SERVICES AND RELATIONSHIP
MANAGEMENT IDEAS THAT WE MUST SELL?**

MAYBE WE NEED A 7-STEP SELLING SEQUENCE CUSTOMIZED
FOR WATER TREATMENT?

35

PROFESSIONAL SELLING AND MARKETING

OPTIONS ON "STANDARD" SEQUENCES!



Houseman – PROFESSIONAL SELLING SKILLS

INITIAL BENEFIT STATEMENT

What was it?
Was it relevant?
Was it successful?
PROBES

Did I use indirect probes to get him to talk about his topics? What were they?
Did I use direct probes to get him to talk about my topics? What were they?
Did I evaluate the customer's attitude?
Did I set up supporting statements?
Did I assume acceptance of probes?
Did I assess the reason for an unsuccessful close?

BENEFIT STATEMENTS

What features did I turn to benefits?
Were they relevant?
Were they what the buyer wanted?
Did they enable the sale to be made?

SUPPORTS


When the customer made favourable comment –
Did I support him?
Did I offer agreement?
Did I introduce a benefit?
Did I close afterwards?

**THIS IS A >30 YEAR OLD 7-STEP SELLING SEQUENCE,
CUSTOMIZED FOR WATER TREATMENT!**

36

PROFESSIONAL SELLING AND MARKETING

OPTIONS ON "STANDARD" SEQUENCES!



Portals Water Treatment

OBJECTIONS
 Did I restate in a question form?
 If the objection was handleable did I answer directly, offering extra benefits and proofs?
 If the objection was awkward did I minimise it by stressing other relevant benefits?
 Did I store the objection to discuss at a later date?

PROOFS
 When the customer showed doubt, or proof was required
 Did I restate the benefits?
 Did I prove it?
 Did I expand it?

CLOSING - "GET THE ORDER"
 Did I trial close?
 Did I assume the sale?
 Did I summarise the benefits?
 Did I ask for the order?
 What CLOSERS did I use?

THIS SELLING SEQUENCE SYSTEM WAS BASED ON THE ORIGINAL XEROX PSS COURSE!

37

PROFESSIONAL SELLING AND MARKETING

CONSIDER THE WATER TREATMENT CONSULTATIVE SELLING SEQUENCE, AS AN ALTERNATIVE TO A "STANDARD" SEQUENCE!

1. PROSPECTING
2. QUALIFICATION
3. BUILDING TRUST
4. FORMAL PRESENTATION
5. CLOSING
6. NEW CLIENT OVERSIGHT
7. RESELLING THE ACCOUNT

COMMENT : THIS A LINEAR SALES PROGRESSION MORE AKIN TO WATER TREATMENT, BUT WE NEED TO CONVERT IT TO A CONTINUOUS SELLING CYCLE!

38

PROFESSIONAL SELLING AND MARKETING

OF WATER TREATMENT PRODUCTS
AND SERVICES



SESSION 6:

SESSION SUMMARY

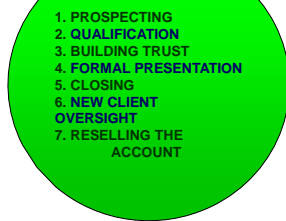
TO: Part 2: Exploring the Selling Sequence

NOTE: PROFESSIONAL SELLING AND MARKETING IS A CONTINUOUS PROCESS

39

PROFESSIONAL SELLING AND MARKETING

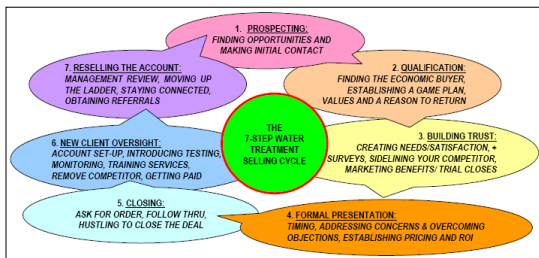
**THE "WATER TREATMENT CONSULTATIVE
SELLING SEQUENCE" IS THE WAY TO GO!**



**FYI: BUT REMEMBER TO TURN THE 7-STEPS INTO A CONTINUOUS
SELLING CYCLE!**

PROFESSIONAL SELLING AND MARKETING

**INTRODUCING THE 7-STEP, WATER
TREATMENT SELLING CIRCLE!**



QUESTION: IS THIS MORE LIKE WHAT WE DO?

41

PROFESSIONAL SELLING AND MARKETING

RED BOOK REALITY CHECK!



- **BUYING MOTIVES ARE MUCH MORE POWERFUL
THAN SELLING SKILLS!**
- **TO SELL, YOU NEED TO CREATE A SENSE OF
CONFIDENCE, DETERMINATION, AND SUCCESS –
AND CREATE VALUE!**
- **MAKE SURE YOU PERSONALLY MAKE THE
PRESENTATION TO THE ECONOMIC BUYER.
DECISION MAKERS MAKE THE BUDGET, OTHERS
SPEND THE BUDGET**

**QUESTION: ARE YOU RECOGNIZED AS SKILLED, PASSIONATE, AND
A VALUE PROVIDER? –AND DO YOU ALWAYS SELL TO THE
ECONOMIC BUYER**

42

**PROFESSIONAL SELLING
AND MARKETING**

WATER TREATMENT REALITY CHECK!

- LIVE IN THE ACCOUNT!
- USE YOUR SALES APPROACH AND SOLUTION REFERENCES TO WIN YOU A BUSINESS REASON FOR COMING BACK
- YOU NEVER LEAVE WITHOUT HAVING A REASON FOR COMING BACK IN!

QUESTION: ARE YOU DETERMINED ENOUGH TO KEEP FOLLOWING THRU AND WIN THE SALE?

43
