



Mid-West Fastener Association

Real World Selling by Danny Bozart

The Human Approach To Effective Sales Communication & Winning

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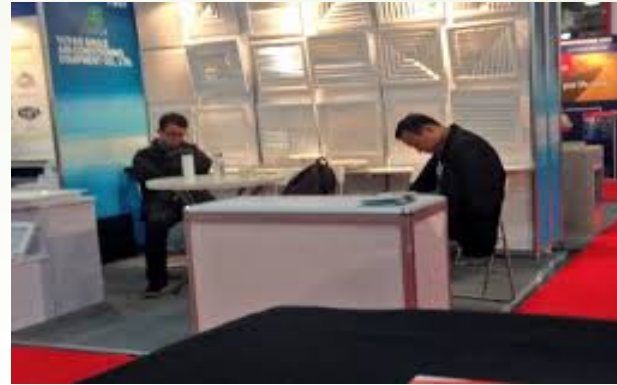
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MWFA SALES MEETING: *Let's Discuss*

- 
- Trade Show Execution
 - Communication Tools
 - Social Media
 - Sales Communication
 - Sales Call Dynamics
 - Re-Center & Shine

TRADE SHOWS: *Idiots On Vaca*



TRADE SHOWS: *PRE-DURING-POST*

➤ **Before The Show:**

- Marketing Email Blast
- Rifle Approach – Set up specific meetings, lunches, dinners with targets
- Use Social Media To Promote Your Company/Product
- Use Social Media to Contact Key Targets
- Book rooms at the Anchor Hotel
- Plan Your booth Smartly. High Top Chairs, Etc
- Send the right people & not too many
- Team Strategy Meeting





TRADE SHOWS: *PRE-DURING-POST*



During The Show:

- Get rest, eat healthy, hit the gym/stretch
- Continue to Actively Use Social Media
- Proactive, professional, welcoming Booth & Team
- Booth Games, Give-Aways, Demos – Stand Out
- Gather Leads via Human Touch, business cards.
- Follow-up same day
- Have Solutions ready for specific targets
- Pay attention to competitors
- Brief “Show Status” Team Meeting Each Day
- Leave em loving you



TRADE SHOWS: *PRE-DURING-POST*



After The Show:

- Team Meeting Before Departing
- Identify True Wins & Leads – Action Items Assigned
- What Went Right & What Went Wrong
- Win In Seven Days
- Share Knowledge, Wins, Losses and Action Items with Team/Mgmt
- Thank You Cards

TRADE SHOWS: *Send Your Best*



COMMUNICATION TOOLS: *THEN & NOW*

➡ THEN:



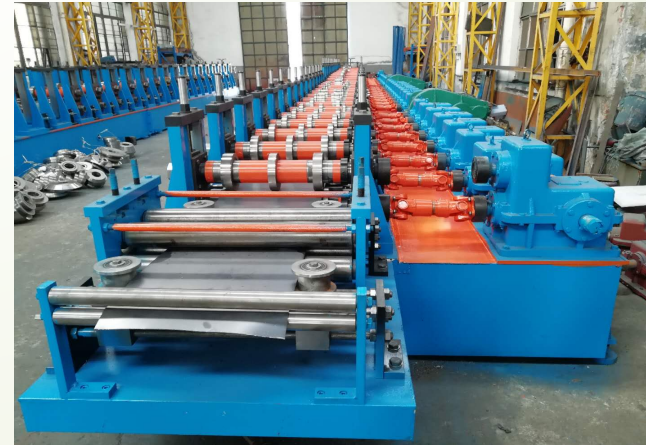
COMMUNICATION TOOLS: *THEN & NOW*

➤ NOW:



SOCIAL MEDIA: *Smart Use Smart Wins*

- Marketing Manager Approves / Guides all posts
- Be Specific, Uniform, Consistent
- Sales Targets: Get Linked
- Sales Targets: Keep It Professional



Verbal & Nonverbal: *The Winning Way*

- **Verbal: What it is you are saying.**

Be clear, complete, specific.

Be redundant. Send the same message more than once.

Be your comfortable self. Speak to express more than impress.

What you say represents only 7% of effective communication.*

- **Nonverbal: How you are saying it.**

Body language, gesture, posture, facial expression, eye contact, voice tone, touch, adornment, odor, hygiene, spatial arrangement, cultural differences.

- 93% of Effective Communication is Nonverbal*

38% = Paralanguage – Use of voice: tone, pitch, velocity*

55% = Other Nonverbal – Body language, gesture, facial expression, etc.*

We're Only Human (*even at work*)

The wonderful almighty powerful human spirit & human touch.





Let's Talk Nonverbal

Major Nonverbals Worth Paying Attention To:

Eye Movement & Contact

- Direct Eye Contact = you have their interest
- Smiling Eyes = they accept you
- Relaxed Eye Brow = they are comfortable
- Poor Eye Contact = lying, uninterested, uncomfortable, distracted
- Eye Brow Tension – uninterested, confused, angry

Facial Gestures

- Mouth = smiling or not
- Color = pale, flushed, turning red, natural
- Tension = relaxed or tense face

Arm Movements

- Crossed / Closed = not interested
- Stiff = tense, uncomfortable
- Uncrossed / Open = interested, accepting



Let's Continue Talking Nonverbal

Arm Movements Continued

- Swinging = anxious, excited angry
- Hands Behind Head = open to ideas, discussion

Torso Movements / Posture

- Leaning In = interested, liking
- Leaning Out = not interested, discouraged
- Slouching = bored, tired
- Sitting Up Straight = interested

Leg Activity

- Crossed & Bouncing = anxious, heightened emotion
- Fidgety = not interested
- Crossed & No Movement = interested, at reduced level

Spatial Arrangement

- Customer Sits Away From You = not interested
- Customer Sits Close To You = interested
- Large Table & Customer Sits At The Head = dominant, arrogant



Let's Slow Down, Let's Listen

Common Pitfalls Include:

- Preconceived ideas of what the customer will say
- You have a lack of interest in the particular person
- Selective hearing. Hearing only what you want.
- You're tired. Lack of concentration in what the customer is saying
- Distractions. External distractions reducing your focus during the visit
- You are thinking of your response while the customer is still talking

Key Areas To Master:

- Good health, well rested before customer visit.
- Pre-call planning, proposal prep and well thought out solutions offer
- Always take notes. Notes are good for you later, but stroke the ego of the proud customer now.
- Never interrupt the customer. Let them talk and finish. Concentrate on what they are saying.
- Keep an open mind. Don't rush to judgement
- Don't allow yourself to be distracted. If needed, point out the distraction and remove it.
- Slow down. Actively listen to the customer. Open posture and show your true interest.

Communication: The Five Senses

- Sight: 83% of learning is via our eyes
- Hearing: 11% of learning is via ears
- Taste: 3% of learning is via our mouths
- Touch: 2% of learning is via fingers, hands, toes, feet, etc.
- Smell: 1% of learning is via our nose



ASK THE QUESTION: *Keep It Open*

Nine Types Of Questions, but Let's Use Only Open-Ended Questions:

Who?

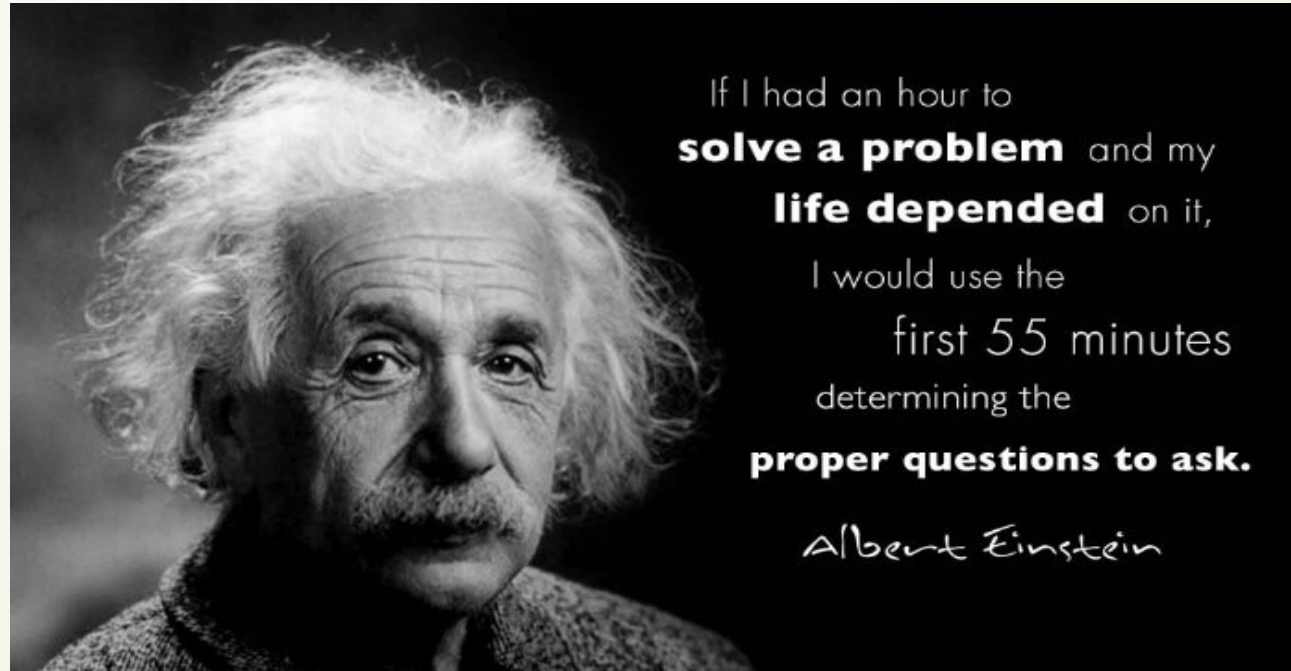
What?

Why?

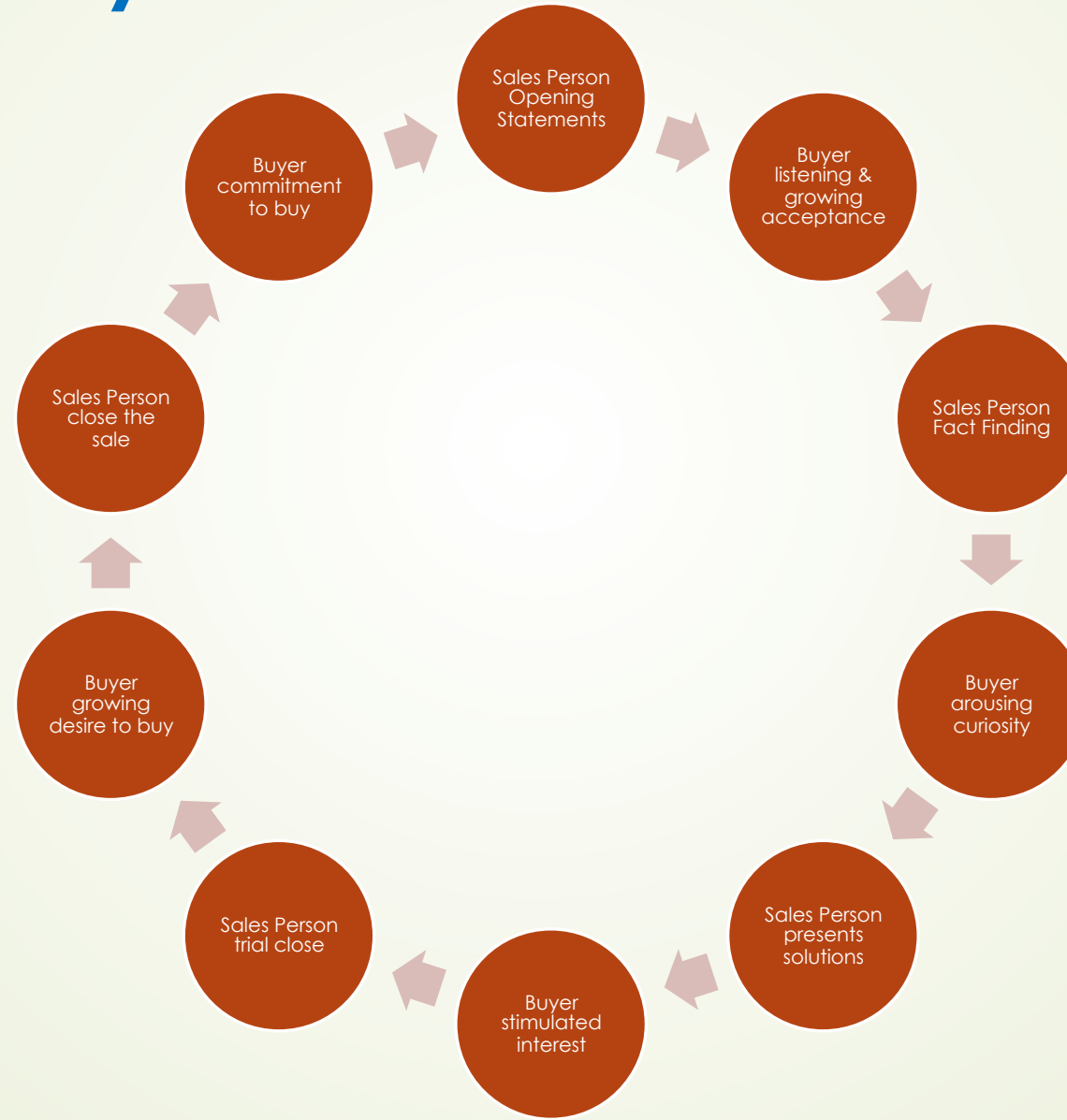
When?

Where?

How?



The Dynamics Of the Perfect Call




Long Term Sales: Or A Quick Buck





Let's Do The Ten Step Call

- 
1. **Pre-call Planning:** fact-finding, potential obstacles, needs, your solutions
 2. **Meeting Agenda:** Emailed to the customer
 3. **Buyer Encounter:** Initial conversation & opener.
 4. **Customer Needs / Desires Analyzed**
 5. **Your Solution / Offer**
 6. **Demonstration of Your Solution / Offer**
 7. **Trial Close:** Negotiate.
 8. **Close The Sale:** You ask for and book the order. Buyer Commitment.
 9. **Looking Ahead:** Action points.
 10. **Follow-Up & Thank You Email & Card:**

SALES ARE UP: *Burning Money*



It's a Stressful World: *You've Got This?*



Address **STRESS**: *Kinda Popular Ideas*





Let's Re-Center

Recognize That You Are Off-Center

- Self awareness that you are irritated, frustrated, stressed, physically in pain, etc
- Pay attention to yourself. You is up to You.

Stop What You Are Doing

- Stop and walk away from the desk, phone, whatever you are doing.
- If you are driving and off-center, change the station, turn it off, roll down the window. If you can, bring to a halt what is stressing you. Stop for a coffee. Get out of the car and stretch, breathe, look up.

Go To Your Spot – Make The Change

- Walk around the block, go stand outside and look up at the sky, walk to Starbucks. If you can't go outside, close your office doors, turn off the lights and relax, do nothing. If your back hurts, lie in the floor and stretch.
- Don't fail to recognize. Know that you can Stop. Make the Change for You.

THE KEY IS TO: RECOGNIZE. STOP. CHANGE. = RE-CENTER

Be Aware & Own Your Center: *It's Easy*





On-Center We Win: *In Many Ways*

As People we all need to recognize when we are “off”, then make the effort to stop and change allowing us a few moments to re-center.

As Sales People this is very important before a sales visit, phone call, meeting or trade show. It is a must that we are On Center in advance.

As Leaders how we arrive to the office sets the tone for the company that day. On-Center, we win in many ways. Off-Center, we lose in many ways.

WIN, ON-CENTER & SHINE ON.

Thanks, Danny Bozart

