

The

Professional Sales Excellence
Series

Leader Guide

"Predicting Customer Behavior"

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Leader Instructions

Program Materials: 1 Video tape and Leader Guide
Participant Study Guide - copy for each participant
Module Feedback Form - copy for each participant

Tape Running Time: Approximately 25 minutes

Implementation Time: 50-60 minutes

Let's Get Started!

1) Watch the video and read over the Leader Guide instructions thoroughly prior to conducting the meeting with your participants. By doing so you will be much more comfortable with the material, and will get the participants to gain more as a result of attending. As you will see the video program is not just a studio stage, it contains live footage. This was done to keep your attendees more attentive during the session. The members of your group will laugh throughout the presentation. While this is a hoped for reaction, don't let them lose the focus of the real purpose of the meeting. Help them think about the concepts instead of listening only for the entertainment.

2) Introduction to The Professional Sales Excellence Series.

- A) Set the stage for an impactful learning experience. Keep the atmosphere casual and enjoyable. Here is a suggestion on what you can say to begin the program:

"As we all know, today's marketplace is becoming increasingly competitive. It takes more than just product knowledge to become successful. It also takes effective sales and people skills to make it. That is why we have invested in this series. We will be receiving one of these video programs each month to play during our meetings. They will cover a different aspect of sales and marketing every month to help you increase your income. Today's program deals with *Predicting Customer Behavior.*"

B) Refer to the Participant Study Guide for this module. Review the "Benefits to Participant" section with your group. Sell them on the importance of completing this program and participating in the exercises included in this segment of the series. Get them excited about the series by telling them how important ongoing training is for sales and people skills. Please also ask the participants to follow along in their study guides. Encourage them to take notes and jot down any ideas that come to mind during the session.

3) Begin the tape. Stop at the "Stop Tape Here" graphic.

4) **Exercise 1. Page 3.**

Please ask the group to discuss the following questions:

A) What do your sales producers notice immediately about someone in the first moments of a sales call? What do they try to spot? Do they look at the prospect's trophies, or their professional designations? Do they make mention of these things when they see someone for the first time?

B) What do your sales producers notice about someone when they first meet, their looks, or their use of language? What does it tell them? Do your salespeople adjust their sales approach depending on what they picked up in the first 4 minutes?

5) Begin the tape. Stop at the "Stop Tape Here" graphic.

6) **Exercise 2. Page 5.**

It is important for your participants to role play what they just heard in order to apply and remember the concepts.

Ask your group to take a moment now to role play what they just learned. Ask them to pick out someone to sell their product or service to. If your product doesn't lend itself well to this exercise, ask them to try selling a pencil or pen. Ask the person playing the prospect to do one of the 3 non-verbal stress cues like rubbing the forehead, breaking eye contact, or rapidly blinking their eyes. Also ask them to show the verbal cues of stuttering or stammering when giving an answer, or not saying a word when they are trial closed or asked, "What do you think?" Each person in the group should try to sell and notice the cues the other is giving.

7) Begin the tape. Stop at the "Stop Tape Here" graphic.

8) **Participant Self-Practice:** Ask your salespeople to practice for the next week noticing signs of stress in people they are selling to. Ask them to practice closing hard and watch carefully for any stress cues as they close. If they see these cues, tell them to back off and ask what the prospect is thinking.

Also ask them to try to notice the 4-minute barrier during interviews with the next 5 prospects or customers. Get them to try to sense when they have broken through the barrier and notice which techniques work best to overcome the barrier.

A Final Note:

Since knowing when to push and when to back off is such an important part of the sales process, try to review this message off and on for a few months. Keep the act of closing in the mind of your salespeople for the next couple of months. Also remind them weekly that their sales could be 25% higher if they only push 10% harder. But, they have to know what to look for when they close to make sure they aren't pushing too hard too fast.

At the end of the program ask each attendee to fill out the module feedback form. This is very important since from it you will learn what they liked the best and what they will apply the soonest. Pay special attention to the suggestions they list on how you can improve the company to help them become more successful. This question alone will be worth the cost of the series if you pay attention and follow up on their suggestions, if warranted.

Notes