

*The*  
**Professional Sales Excellence**  
*Series*

**Leader Guide**

***"Buying Signals"***

Kerry L. Johnson, MBA, Ph.D.

International Productivity Systems, Inc.  
414 Tennessee Street, Suite N  
Redlands, CA 92373  
(909) 798-2321

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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: 40-60 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 *Buying Signals*."

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) **Section One: How To Cut Down Your Sales Cycle And Increase Your Income**

Be sure to stress to your producers that knowing when to close is more important than knowing how. A central concept in buying signals is knowing when to move on the next phase of the sales process: your prospect has already "bought" your ideas so far. If your sales producer is in tune with what the prospect is thinking during the interview, there is no need for them to look for buying signals. Unfortunately, most of your salespeople spend more time thinking about what gems they can say, instead of what the prospect thinks as they say it.

**A) Exercise 1. Page 2.**

Take a moment now and ask your participants to talk to each other about what buying signals they look for. Ask them not to guess. Don't accept comments like, "I just know." That's not good enough. This means they probably don't. They need to treat sales like a science. If they don't know what to look for, they are probably selling by accident. Ask them to take about 10 minutes tops, and then if you have time, ask them to discuss what they look for with the whole group participating. You should get some interesting comments. My guess is that few of your salespeople look for buying signals at all. After the exercise, turn the video back on to join me as I speak to a group of business owners on how to spot buying signals to close more sales.

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

6) **Section Two: Head Nod, Pupil Dilation, and Prospect Possessiveness Buying Signals**

The Head Nod, Pupil Dilation, and Prospect Possessiveness are all examples of signals that indicate the prospect wants the sales-person to move more quickly through the sales process. Explain to your salespeople that they should know the presentation cold. Only when an actor knows his lines perfectly can he display his emotions, making the character believable. The same is true of sales. It is OK to directly ask if the prospect wants the sales process to move more quickly, or even to verify a suspected buying signal, by asking the prospect what she is thinking.

**A) Exercise 2. Page 4.**

Ask your sales producers to role play and sell their product or service to a partner. Ask them to do all 3 of the buying signals

they have seen so far, like the head nod, pupil dilation, and possessiveness. Since pupil dilation is an involuntary response, ask them to simulate it by raising their eyebrows. Also, ask them to show the possessiveness cue with their partner when offered a sheet of paper. Then ask the "prospect" to listen to the "seller" as to whether they stopped the sales pitch. They should be asked if they have already heard the information before, and what they think of it. Each of your salespeople should take no more than 2 minutes for the whole exercise. Watch them as they role play, and if you have time, hold a group discussion at the end of the exercise as to the importance of these 3 buying signals. Spend more time with the individual producers who may need additional help.

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

8) **Section Three: The Chin Rub, Whistling Teapot, Sitting Tremor, and Verbal Buying Signals**

The Chin Rub buying signal is one of contemplation. It is usually done by prospects who are weighing the worth of the product or service. The Whistling Teapot and Sitting Tremor positions are the most overt buying signals. Try to discuss a story from your own sales experience about when someone was ready to buy from you, before you were ready to sell. You may want to elaborate on the story I discussed on the video about the advisor who kicked the plug out of the wall because the salesman didn't recognize that the prospect wanted to buy. Verbal buying signals are also obvious. "How long will it take for delivery?" and "Does it come in blue?" are just a few of the verbal buying signals your salespeople will hear. You may want to list for your producers the most frequently heard verbal buying signals indicating that prospects want to buy.

**A) Exercise 3. Page 6.**

Ask your attendees to again role play, selling their product or service, but this time the "buyer" should display the Chin Rub, Whistling Teapot, and Sitting Tremor buying signals. Ask the one playing the salesperson to stop immediately after they see the signal and do a trial close. The person playing the prospect should also attempt a couple of verbal buying signals. Each partner should take a turn selling.

NOTE: Some of your salespeople may grow tiresome of all the role plays. Ask them to remember that the best way to make money with these techniques is to practice what they hear, and to make it automatic. If they just listen, and try to apply the ideas later, they'll forget and it will cost them sales.

**9) Participant Self-Practice:**

Ask your salespeople to practice recognizing buying signals for the next 7 days, and between now and your next sales meeting. Ask them to especially try to change the way they close as a result of what they see. At your next meeting ask what buying signals they spotted, and what they did as a result. Did they make any extra sales from what they learned in this video program?

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 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.