

The
Professional Sales Excellence
Series

Leader Guide

"Influencing People"

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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 ***Influencing People.***"

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 Influence Your Customers Without Manipulation**

Your sales producers are often confused about how much and what their prospects pay attention to. Tell them that when they put illustrations on paper, information should go on the right side of a sheet. If they are showing a written message to someone, they should put the idea in the prospect's right visual field. Touching has been proven to be the best technique available to get prospects to remember 3 times as much in half the time. It is

also very effective at increasing the closing rate of your sales-people. Make sure you tell them to touch only as a way to get people to make decisions. Touch only for the benefit of the customer, not solely to make money.

A) Exercise 1. Page 3.

Ask the attendees to say something nice to each other. Make light of the comment. Then ask them to say the same nice comment, but this time touch their partner on the arm as they say it. Ask them to tell you if they felt a difference. Did it seem to favorably influence the person being touched?

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

6) Section Two: The Power Of Touch

Touch is effective in getting people to remember information longer and be more influenced by it. It can also be used to close sales, as long as it isn't used to manipulate. If you have any attendees who still aren't convinced that prospects won't feel offended by being touched, remind them again of the research. Touch is noticed only 5% of the time if it's done below the elbow for less than 3 seconds.

A) Exercise 2. Page 4.

Have your group try the role play again. This time have them touch while selling their own product or service. Ask them to say "I recommend . . ." as they touch. Ask them also to touch while they are presenting a particularly good product feature, such as a competitive benefit that contrasts your product favorably with the competition.

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

8) **Section Three: How To Contrast And Up-Sell**

Much research has been done on the effects of presenting products in the most favorable light. Politicians win when they are able to highlight the differences between themselves and their opponent. But just as importantly, it is also critical to highlight the value between products. Explain to your attendees the need to create a contrast between your product and others.

Up-selling can bring an extra 30% income to you and your company. The time it takes to initially sell is expensive. The time it takes to up-sell is cheap. Often major add-on sales are made in just a few minutes after the primary purchase. Explain this to your salespeople. You may also wish to tell a story from your own experience on how you were able to up-sell a customer.

9) **Participant Self-Practice:**

Ask your salespeople to practice the techniques discussed in this video between now and your next sales meeting. Ask them especially to try the touching technique to close sales or to get prospects to retain key points in memory. They should try the touching technique with at least 5 people between now and your next sales meeting. Ask them at your next meeting what they learned and whether it worked.

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.