# Instructors Guide

On the following pages is a sample module from our Instructor Guide. It provides the instructor with a copy of the material and a Lesson Plans box.

The key benefit for the trainer is the Lesson Plan box. It provides a standardized set of tools to assist the instructor for each lesson. The Lesson Plan box gives an estimated time to complete the lesson, any materials that are needed for the lesson, recommended activities, and additional points to assist in delivering the lessons such as Stories to Share and Delivery Tips.
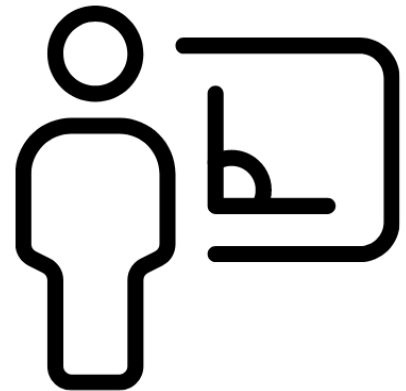
Module Two: Understanding the Talk

In this module, we will be looking at the types of sales, common sales approaches, and common sales terminology.

Like any profession, sales has its own special vocabulary. There's nothing particularly difficult about the language of sales. Mastering it just takes a little study and practice. Knowing the language will make you feel more confident and prepared to start selling.

Types of Sales

Here are some characteristics of the different types of sales.

- **Telemarketing.** In theory, the telephone allows you to reach just about anyone on the planet. In practice, however, many people screen their calls and it is often difficult to get through to a real person. If you use the phone for sales, have a brief curiosity-building message ready to leave on the voice mail of potential customers.

- **Direct mail.** Believe it or not, a one percent response rate for direct mail is considered average. Despite these long odds, many companies still rely heavily on direct mail to generate sales.

- **E-mail.** Legitimate e-mail selling is different from spam, the "carpet bombing" approach that sends messages to thousands or millions of people whether or not they have expressed any interest in the product being hyped. If you use e-mail for selling, try to put something in the "subject" line of your message that will attract attention and keep people from deleting the message without reading it.

- **The Internet.** Most companies offer information about their products on their websites, whether or not they actually do any selling online. If you are in person-to-person sales, you need

to be very familiar with what your company says about its products online. The growing interest in social networking sites offers new opportunities for online sales.

- **Person-to-person.** Most sales are still conducted face to face. When you eat at a restaurant, check into a hotel, or buy bananas in a grocery store, you are the customer in a person-to-person sales transaction. Since this is the most common type of sales, most of this workshop is devoted to it.

Estimated Time	15 minutes
Topic Objective	To understand what is involved in various types of selling
Topic Summary	The main types of selling are: - Telemarketing - Direct mail - E-mail - The Internet - Person to person Despite the growth of online merchants, most selling is still done face to face.
Materials Required	None
Planning Checklist	Before the workshop, write the five main types of sales listed above on a flip chart.
Recommended Activity	Divide participants into five groups. Assign each group one of the five types of sales and ask the group to think of the advantages and disadvantages of this approach. Have each group report on what they discussed.
Delivery Tips	Explain that you are talking about selling, not advertising. A flier for a department store is advertising. It encourages you to visit the store. A letter asking you to apply for a credit card is selling. If you respond to the letter, the company has made a sale.

Common Sales Approaches

More on the three approaches discussed in this activity:

- **Consultative approach.** This is a long-term approach to sales. It may not lead to sales right away, but by building a relationship with a client it aims to create sales opportunities in the future. The more you learn about a client, the better able you are to understand the client's wants and needs. It is an approach which depends upon trust – you trust that the customer will see the benefits of buying from you and they trust that you will give them the correct steer. The danger with this approach is that you may spend a considerable amount of time building a relationship and then having nothing to show for it. By building a relationship, however, you increase the chances of large-scale and repeat business.

- **Hard sell.** Many people are turned off by this approach. They consider it too pushy. This approach is used most often with clients who have a hard time making up their minds. It is only advisable to use the hard sell in a one-off setting where time is at a premium – if they don't buy now; you are not likely to see them again. Therefore it is "now or never".

- **Technical sales.** This approach is used most often with highly technical products and services. Sales personnel need some technical knowledge so that they will be on an equal footing with clients. The client will have a clear idea of what they are looking for, and a checklist of priorities. You will point them towards a range of items which meet those priorities – if not entirely then as well as possible. You may offer a personal opinion based on an understanding that you know what they want and they know you have enough product knowledge to point them in the right direction

Estimated Time	15 minutes
Topic Objective	To understand how common sales approaches work.
Topic Summary	There are probably as many sales approaches as there are salespeople. The right sales approach is the one that works for you. Understanding common sales approaches, and experimenting with them, can help you refine your own approach.
Planning Checklist	Before the workshop, write these three headings on a flip chart: • Consultative • Hard sell • Technical sale

Recommended Activity	Briefly describe the three approaches you have listed on the flip chart. • Consultative. In this approach you act as a consultant to the client. You attempt to show that you have a vested interest in the client's success. This approach builds a relationship with a client. It is sometimes called soft selling. • Hard sell. In this approach you tell the client in clear, positive terms that your product is the best option available. You stress the importance of making a decision now. • Technical sale. This approach treats the client as a fellow "techie." You describe the technical specifications of your product and explain how its features match the client's needs. After you explain each approach, lead a discussion of the advantages and disadvantages of each.

Glossary of Common Terms

- **Close/closing.** It is the second to last step in the sales process. In this step, the salesperson encourages the customer to sign the order. In the past, salespeople often became pushy at this stage, but customers are more sophisticated these days and they don't respond well to aggressive attempts to close a deal.

- **Cold calling.** The first phone call made to a prospective client.

- **Customer relationship management (CRM).** A system for managing the entire sales relationship with a client. Computerized CRM systems record all customer contacts, purchases, returns, etc.

- **Decision maker.** The person in an organization who has the authority to agree to a sale.

- **Networking.** An increasingly popular method of finding prospects based on referrals and introductions.

- **Prequalifying clients.** Determining if potential clients are actually worthwhile prospects.

- **Qualifying clients.** The process of getting to know potential customers — who they are, what they do, what they need.

- **Sales funnel.** A pattern that describes the conversion of prospects into sales. Many prospects enter the funnel at the top, but only a few are converted to sales. (This analogy is actually

flawed because in a real funnel everything that goes in the top comes out the bottom.) The term "sales pipeline" has a similar meaning.

- **Warm calling.** Calls made after the initial contact with a customer, often in response to a call from the customer.

Estimated Time	15 minutes
Topic Objective	To become familiar with common sales terminology.
Topic Summary	Learning the language of sales will help you understand how the process works.
Planning Checklist	Before the workshop, write the following terms on a flip chart: • Close/closing • Cold calling • Customer relationship management (CRM) • Decision maker • Networking • Prequalifying clients • Qualifying clients • Sales funnel • Warm calling
Recommended Activity	Ask two volunteers to come to the front of the room for a competition. Tell them you are going to read definitions of each of the terms on the flip chart in random order. The first person to name the term you are defining wins a round. You can keep score, if you like, on the flip chart. All participants will have a copy of the Glossary on the next page.
Delivery Tips	Be sure to read the definitions in random order!

Practical Illustration

Kim felt out of her head with a case of the jitters before she dove into her first telemarketing cold call. The ground trembled under Adam's feet as he approached Kim to offer some sound advice, and walked her through her first call. When the phone rang, Kim felt tongue tied and couldn't get the words out of her mouth. Her coach, Adam, jumped onto the line as soon as he heard, and power housed his way through the call and allowed Kim to be a fly on the wall as she heard how to handle a call and not fall apart and wither away due to fright. Kim felt more confident and her voice rose back up in her throat and she felt ready for her first call.

Module Two: Review Questions

1.) Telemarketing, direct mail, the internet, and person-to-person are examples of types of
_____.

   a) Sales
   b) Scams
   c) Marketing
   d) Dilemmas

Telemarketing, direct mail, the internet, and person-to-person are examples of types of sales.

2.) What is considered to be the average response rate for direct mail?

   a) 50%
   b) 25%
   c) 1%
   d) 5%

Direct mail. Believe it or not, a one percent response rate for direct mail is considered average.
Despite these long odds, many companies still rely heavily on direct mail to generate sales.

3.) Most companies offer information about their products on their _____.

   a) Websites
   b) Magazines
   c) Outside
   d) Vehicles

Most companies offer information about their products on their websites, whether or not they
actually do any selling online.

4.) How many main types of selling are there?

   a) Four
   b) Six
   c) Five
   d) Seven

This course will discuss five types of sales.

5.) Which is not an example of a common sales approach?

    a) Consultative approach
    b) Technical sales
    c) Subliminal messages
    d) Hard sell

Technical, consultative, and hard-sell are examples of common sales approaches.

6.) Consultative approach is a _____ approach to sales.

    a) Long-term
    b) Short-term
    c) Fast
    d) Structural

This is a long-term approach to sales. It may not lead to sales right away, but by building a relationship with a client it aims to create sales opportunities in the future.

7.) Which of the common sales approaches is considered pushy?

    a) Technical sales
    b) Internet marketing
    c) Hard sell
    d) Consultative approach

Many people are turned off by this approach. They consider it too pushy.

8.) What is the second to last step in the sales process?

    a) Cold calling
    b) Closing
    c) Decision making
    d) Networking

Close/closing. It is the second to last step in the sales process. In this step, the salesperson encourages the customer to sign the order.

9.) What does qualifying clients mean?

    a) Determining if they are worthwhile prospects
    b) Getting to know potential customers
    c) First phone call made to prospective client
    d) Encouraging the customer to sign the order

Qualifying clients. The process of getting to know potential customers — who they are, what they do, what they need.

10.) What is the term for a pattern that describes the conversion of prospects of sales?

    a) Sales funnel
    b) Networking
    c) Closing
    d) Pre-qualifying clients

Sales funnel. A pattern that describes the conversion of prospects into sales. Many prospects enter the funnel at the top, but only a few are converted to sales. (This analogy is actually flawed because in a real funnel everything that goes in the top comes out the bottom.) The term "sales pipeline" has a similar meaning.

PowerPoint Slides

Below you will find the PowerPoint sample. The slides are based on and created from the Instructor Guide. PowerPoint slides are a great tool to use during the facilitation of the material; they help to focus on the important points of information presented during the training.
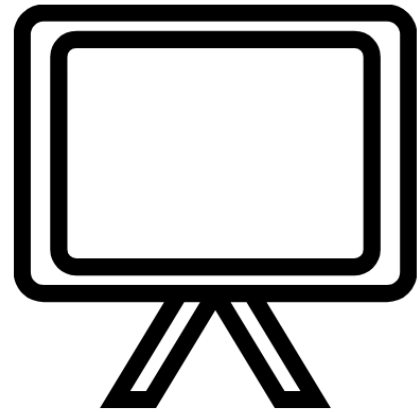
Module Two:
Understanding the Talk

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In the modern world of business, it is useless to be a creative original thinker unless you can also sell what you create.

David Ogilvie

Types of Sales

- Telemarketing
- Direct mail
- E-mail
- The Internet
- Person-to-person

Common Sales Approaches

- Consultative approach
- Hard sell
- Technical sales

Glossary of Common Terms

- Close/closing
- Customer relationship management (CRM)
- Qualifying clients
- Sales funnel

Practical Illustration

Kim was beyond nervous on her first day at a call center. Adam walked her through her first call.

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Quick Reference Sheets

Below is an example of our Quick Reference Sheets. They are used to provide the participants with a quick way to reference the material after the course has been completed. They can be customized by the trainer to provide the material deemed the most important. They are a way the participants can look back and reference the material at a later date.

They are also very useful as a take-away from the workshop when branded. When a participant leaves with a Quick Reference Sheet it provides a great way to promote future business.

Sales Fundamentals
Quick Reference Sheet

A Basic Opening for Warm Calls

- Your general appearance: how you dress, personal grooming etc.

- Your facial expression and bearing.

- Your posture.

- Your tone of voice

- Your nonverbal communications: eye contact, nodding, etc.

None of this means that you should pay any less attention to the verbal factors. Pay attention to the language that you use, and ensure that it is appropriate for the circumstances.

Common Types of Objections

Here are some of the real reasons why people are unwilling to make a purchase:

- They don't have the money.

- They can't get financing.

- They can't decide on their own.

- They think they can get a better deal from someone else.

- They're not sure your product will meet their needs.

- They think your product is overpriced.

- They want to shop around.

- They have an established relationship with another vendor.

Warming Up Cold Calls

An opening statement should include:

- A greeting and an introduction

- A statement about the prospect

- A statement about the benefits of your product

- A question or a statement that will lead (you hope) to a dialogue

Here is an example:

"Hello, this is John Jones at Solar Solutions. I saw in the paper that you're planning a new office building in Smallville. Our company has a product that can cut your heating and cooling bills in half. Have you considered adding solar panels to your building?"

Handouts

Each course is provided with a wide range of worksheets. Worksheets help check your participants' understanding. If a lesson calls for a worksheet, it will be listed in the Lesson Plan box under Materials Required. All worksheets are customizable and can be found in the Appendix of the Instructor Guide and the Training Manual.

As a trainer, icebreakers give your participants the opportunity to get to know each other better or simply begin the training session on a positive note. Icebreakers promote collaboration, increase engagement, and make your training more light-hearted and fun. Below is an example from the Icebreakers folder.
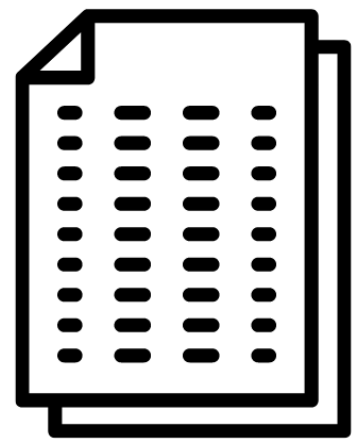
Icebreaker: Related Topic

Include a short activity here that is related to the topic of the workshop. You can use the one below if you like.

1. Have the participants at each table answer the following questions:

    a. Why are they here?

    b. What is their level of experience with sales?

    c. What they hope to get from this class?

    d. What was their most memorable vacation or trip?

2. Have someone be designated a scribe and have them jot down the answers to question C above.

3. On a separate piece of paper, have the scribe write down the most interesting or exotic vacation or trip from only one table member.

4. Have the scribe hand the note with the answers to question C to you.

5. Have the scribe stand and introduce the table to the class.

6. Then have the scribe share the most interesting vacation or trip from their group.

7. Have the class guess the person that had the most interesting or exotic trip or vacation.

8. Go around to each table until all have given you their answers to question C and shared their most interesting trip or vacation.

9. Debrief by sharing all the answers to question C with the class.

10. Thank participants for sharing.

Certificate of Completion

Every course comes with a Certificate of Completion where the participants can be recognized for completing the course. It provides a record of their attendance and to be recognized for their participation in the workshop.
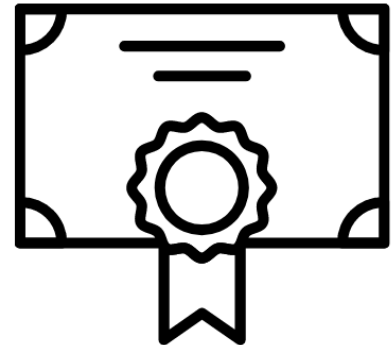
CERTIFICATE OF COMPLETION

[Name]

Has mastered the course
Sales Fundamentals

Awarded this _____ day of _____ e _____, 20 ____

_____

Presenter Name and Title