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OVERVIEW



According to [Forbes magazine](#), selling has changed dramatically over the last ten years. The buyer is no longer interested in listening to long presentations on the merits of a product or service. With so many options, buyers can easily decide whether to buy from the competitor or whether to purchase and do business with your organization. This program was created for business owners with minimal sales experience, to help you get effective results throughout the selling process. This four-hour program will help you get more leads and prospects and convert those prospects to buyers.

The [Buyer Persona Institute](#) defines a buyer persona as “an example of the real person who buys, or might buy, products and services like the ones you market”. You’ve learned from direct interviews with real buyers their desires and objectives regarding the buying process. This program serves as a bridge, connecting your buyer persona with sales strategies and tactics to help you close more deals when selling to the buyer.

This program, “How to Sell Products and Services to the Buyer Persona”© has **37** functionalities to help you achieve long-term sustainable success.

The program includes the following:

1. **Buyer persona worksheet**
2. **Pre-approach insights**
3. **Buyer common objections**
4. **How to overcome objections**
5. **Objections with worksheet**
6. **Selling**
7. **Pre-sales process**
8. **Cold call sales scripts and worksheets**
9. **Face-to-face worksheets**
10. **Follow-up**
11. **The close**
 - ❖ **Results**
 - ❖ **Notes**
 - ❖ **Value added resources**
 - ❖ **45-minute coaching session**

As you go through this program, utilizing the tips and scenarios that are provided, you will begin to build new approaches to help you develop best practices for your business, best practice that can make the difference between marginal sales growth and record breaking growth in sales year after year.

Success is yours to have! It’s time to start building the [business of your dreams](#).

2. PRE-APPROACH INSIGHTS FOR BUYER PERSONA JANE DOE



Now that you are familiar with the 10 pre-approach insights, let's incorporate those insights into the buyer persona for buyer Jane Doe.

10 INSIGHTS FOR JANE DOE



Jane Doe

INSIGHT	PRE-APPROACH
1. Use the information you have collected from your buyer persona to determine how your product/ service adds value for the buyer.	ABC Designs adds value for Jane with clothing that is versatile and can be worn year round.
2. What can you do to broaden the buyer's perspective and provide them new ways of thinking about your product/service?	ABC Designs can broad Jane Doe's perspective through online videos and photos showing, the versatility of the clothing.
3. Document the problems your product/service helps the buyer solve.	<ul style="list-style-type: none"> ✚ Tailor made clothing to fit Jane Doe ✚ Maximize Jane's spending by offering 5 versatile garments functioning as a full wardrobe, thereby acknowledging the need to maintain Jane's discretionary spending ✚ Create clothing with flair for this plus size
4. Document the aggravations people might have about buying products/services similar to yours.	<ul style="list-style-type: none"> ✚ A lack of access to the designer ✚ Might be concerned about the garments fit ✚ May be concerned that styles are too trendy
5. Know the primary goals the buyer has.	Jane Doe's primary goal is to minimize spending to the essentials and to look good and feel good in her clothing as a plus size woman
6. What is the zeitgeist, the thing that will capture the buyer's attention and imagination?	✚ Provide guarantees in fit, quality of raw goods
7. What can you do right now to capture the buyer's attention?	Provide money back guarantees
8. What type of repetitive strategies will you use to maintain the buyer's attention?	<ul style="list-style-type: none"> ✚ Regularly scheduled follow-up calls to resolve questions and concerns ✚ Sign her up for ABC Design's blog and newsletter ✚ Invite her to accompany lead designer to events related to clothing and plus size women
9. Be clear regarding the objections that the buyer has articulated.	Focus on her disposable income concerns
10. Determine what needs to transpire in order to overcome their objections.	The designer needs to nurture the relationship with Jane, note any real quotes, take time to walk Jane through the buying and selling process to ensure that at the appropriate time, the ultimate buying decision is Jane's to make.

4.

OVERCOMING THE COMMON OBJECTIONS

10 COMMON OBJECTIONS JANE DOE



Jane Doe

WITH A RESPONSE

OBJECTION	WHAT JANE MIGHT SAY	RESPONSE
1. Timing	"It's the wrong time, come back in six months."	Make the decision to hire/purchase from you a no brainer
2. Complacency	"I don't know that I want to buy right now. I'll work with what I have."	Talk about prior experiences when the buyer delayed making a decision and the impact the delay had on the buyer
3. Product or service concerns	"I'm not sure that your garments are durable."	Calculate the positive impact this purchase can have on Jane, looking and feeling good.
4. Trust issues	"How do I know you have the necessary skills to make tailor made clothing?"	Demonstrate skills through actual photographs showing the interior of garments made
5. External factors	"I need to talk with my husband first."	Try suggesting a joint conversation with the husband.
6. Personal nuances	"I told my girlfriend I would hire a friend of hers."	There's not much you can do in this situation. Consider add-ons that you can provide that might be different from the girlfriends friend
7. Monetary factors	"It's not in the budget."	Try breaking down the cost so that Jane understands why the cost is what it is.
8. Apprehension	"Too much can go wrong." "I'll just keep wearing what I have."	Ask impactful, focused questions to help Jane explore her fears.
9. Competition	"I'm getting ready to buy from another designer."	Let Jane know you're not looking to secure all of her business. Demonstrate your unique value.
10.False objections	"Sounds nice, but I'm jammed right now so send me some information..."	Ask reality focused questions to help you understand what's really going on with Jane.



6. SELLING

Questioning and probing are the most overlooked elements in the sales process.

Why probe and ask questions:

- ✚ To gather facts about the buyer persona
- ✚ To gather feelings
- ✚ Probing creates openness
- ✚ To clarify – clarifying helps to avoid generalizations
- ✚ To qualify

Probing the buyer's feelings should be an essential strategy in the sales process. Making the determination as to whether the buyer is excited, resistant, ambivalent, or unsure can constitute the difference between gaining commitment from the buyer or not.

Needs assessment addresses the needs and gaps between current conditions and desired conditions of the buyer persona.

Needs analysis questions reflect:

- ✚ The *who* analysis helps to establish whether or not you are speaking with the right person, that person with the power to make the final purchase
- ✚ The *what* questions help you know the buyer's pain points. Knowledge of the pain points helps you know how you can fill the gaps to resolve the pain
- ✚ *Why* would they want to change, and why they can't afford to keep doing what they are doing
- ✚ *How* questions will help you understand the type deliverables the buyer wants you to provide

Presentations are made during the formal pre-arranged meeting, which usually takes place at the buyer's place of business. Planned scripts are used to close the sale.

The presentation, the McKinsey way, and McKinsey way problem-solving:

- ✚ Show the solution as the first slide in the presentation
- ✚ Outline the approach to executing the solution
- ✚ Show the buyer how your product or service adds value
- ✚ Provide frameworks to focus the buyer's attention on the critical aspects of your approach
- ✚ Think impact, what does the buyer need to know
- ✚ Think speed – which aspects of the approach are most essential to the buyer
- ✚ Maintain brevity in the presentation
- ✚ Focus on the necessary components to close, the CTA, call to action



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SELLING WORKSHEET

Use the worksheet below to document the approach you will take when selling your product or service. Try and keep your details to one page. After you complete this exercise, print this page, and keep it handy as you go through the remaining exercises.

SELLING WORKSHEET		
Process	Idea Jogger	Your Get it Done Approach
1. Prospecting	Secure prospects through referrals, presentations at conferences, join a professional group, etc.	
2. Pre-approach	See section 6	
3. Questioning, probing	Gather facts and feelings, create openness, qualify	
4. Needs Assessment	Fill the gaps with who, what questions	
5. Presentations	The formal pre-arranged meeting	
6. Overcoming objections	See section 5	
7. Gaining commitment	Review what you offer, offer choices	
GETTING PAST THE NO		
Objection	Response	Your Get it Done Approach
1. At first no	Question further	
2. More than two no's	Return later when things cool off.	
3. Don't give up	Stay the course after the no's	
4. Be assertive	Don't be aggressive	
5. Focus on hot button	Know their goals, pain points	
6. Negotiate challenges	If the price is too high, offer lesser version	
7. Maintain confidence	Don't lose your cool	
8. Recognize changes	Any changes can help you gain commitment	

THE PRE-SALES PROCESS

7.

Now that you have explored the various components of your buyer persona and documented those components, make sure have a working knowledge of the various pre-sales approaches that are the essentials to the sales process.

P RE-SALES CHECKLIST

• Write down your sales objective	✓ Write down what is top of mind for the buyer
✓ Purchase a CRM system to keep track of essential details about the buyer.	✓ Have something to demonstrate, something to show the buyer.
✓ Review the buyer persona profile before each call	✓ Plan specifically for each call. Script your call.
✓ Does the buyer have a hot button? If so, do you know how to push that button?	✓ Is there a gatekeeper? If so, do you need to know that person in order to make the sale?
✓ If you're driving to the meeting, plan your route for your appointments by zip code.	✓ Your CRM system can help you with planning the travel routes to take for your sales call.
✓ Before you make the call, research the buyer at Google to learn something interesting.	✓ Reference what you learned at Google in the sales call.
✓ Role play conversation.	✓ Review your products and services. Be familiar with features.
✓ Anticipate responses and concerns.	✓ Document how you differ from the competition.
✓ Create a checklist of the information you want to collect from the buyer.	✓ Make sure to cover everything on that list.
✓ Have a dollarization approach, ROI	✓ Expect surprises
✓ Know the single habits that will help you succeed.	✓ Establish a regular work schedule and try not to break it.
✓ Look for ways to do extra things for the buyer.	✓ If personal information is a critical to the buying process, prepare a few personal questions.
✓ Keep up to date records, i.e. buyer likes to meet with sales people on Tuesday mornings.	✓ When meeting in person, dress appropriately.