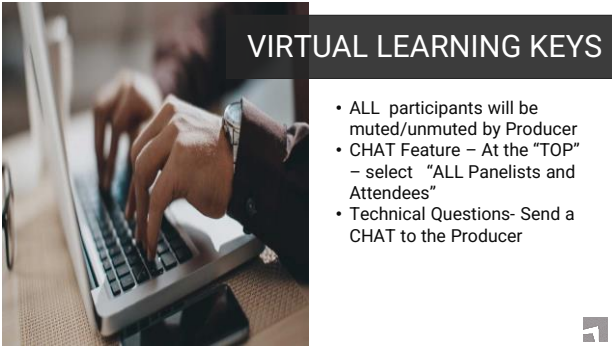




Sales Communication Skills



1



2



3

ELEVATOR SPEECH



- Great Elevator Speeches Answer These 3 Questions:**
1. Who Am I?
 2. Why Should You Listen?
 3. What One Thing Should You Remember?

4

ELEVATOR SPEECH STRUCTURE

- Who Am I?**
- Why Should You Listen?**
- What's One Thing to Remember?**

Hi, my name is Joe Smith, and I am a Territory Sales Manager. In other words, I am an Advocate focused on your business.

Why does our approach at Acme matter to you? It's important because (2 Sentence Summary).

Bottom line, if you take away one thing about us, please remember (One Important Thing).



5

OBJECTION: 'WE'RE GOOD'



- **Compliment:** Well, I am happy your current partner is taking care of you.
- **Relationship:** What is your current partner's name?
- **Service:** I would love to learn more about how I could serve my customers better. What are some things you really like about your current provider? What could they do better?

6

OBJECTIONS



Treat Objections as requests for further Information. If a Customer has zero Objections, they may not have any interest in your Product either.

7

TYPICAL OBJECTIONS

1. I am already working with a competitor.
2. I have had a poor relationship with your company in the past.
3. I already have this product.
4. I am concerned that you might get bought out.
5. Your solution costs too much.



8

OBJECTION STATEMENTS

- Oh really, why do you feel that way?
- That's why I am here.

Objection Statements are helpful to get everyone on the same page and can diffuse any emotion by either party.



9

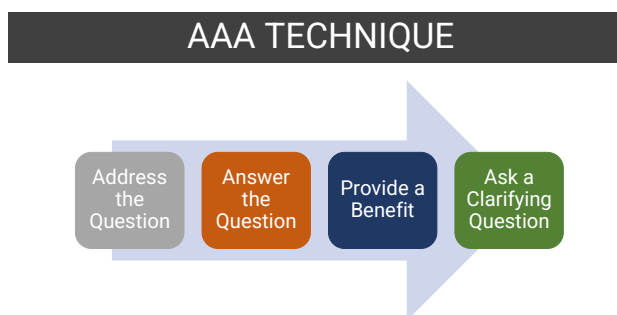


FEEL, FELT, FOUND

- **Feel:** I understand exactly how you feel.
- **Felt:** Others have felt the same way.
- **Found:** This truth is what I have found.

Use Feel, Felt, Found to manage objections.

10



11

ADDRESS THE QUESTION EXAMPLES

- **Compliment the Question:** 'That's a good question, I get that often.'
- **Clarify the Question:** 'Just so I'm clear, your concern is ...'
- **Question the Question:** 'What is most important to you. ...'

Key: It's important to change your **Address the Question** approach

12

ANSWER THE QUESTION



- Be Honest
- Don't Bluff
- Focus on Them
- Tie Your Answer to a Benefit

13



13

ASK A CLARIFYING QUESTION

Use Clarifying Questions to check for understanding:

- What other questions do you have?
- Does that answer your question?
- Does that make sense?
- How else can I help?

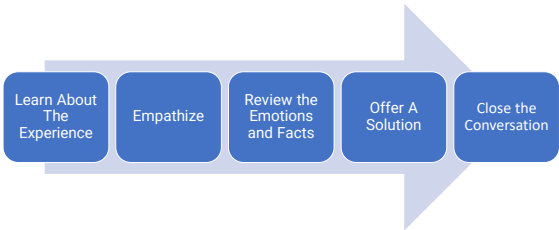


14



14

MANAGING DIFFICULT CALLS



15

FOCUS ON WHAT YOU CAN DO

Apologize

I really apologize that I don't have an answer right now.

Reason

Unfortunately, I don't have access to that delivery system.

What I Can Do

I can call the distribution center first thing in the morning and then respond to you immediately.



16

PROFESSIONAL COMMUNICATION

Before:

- I Don't Know
- No
- It's Not My Job
- It's Not My Fault
- Calm Down

After:

- I Will Find Out
- How Can I Help?
- Let Me Find the Right Person
- Resolve
- Apologize

17

CALMING ANGRY CLIENTS



- Soft Language, Calm Tone
- Don't Ask Others to Calm Down
- Give Them Space
- Neutral Voice and Face
- Use 'And' Over 'But'
- Give Them Time to Cool
- Private Area

Be Your Customer's Hero (Toporek), 2015.



18

ITEMS COVERED TODAY

- 1. Create an Elevator Speech
- 2. Review Assertive Communication Keys
- 3. Discuss Key Objection Statements
- 4. Apply Overcoming Objection Techniques
- 5. Address Managing Difficult Calls



19



20

An Elevator Speech is a 2 or 3-minute explanation of who you are and how you can help a client. It's important to have an Elevator Speech ready at a Sales Meeting if your time is drastically shortened.

Please review the steps in the first column (top to bottom) and the examples for each step.

Step	Example	Your Version
Who Am I?	Hi, my name is Joe Smith, and I am a Territory Sales Manager. In other words, I am an Advocate focused on your business.	
Why Should You Listen?	Why does our Approach at Acme matter to you? It is important because.... (2 Sentence Summary) .	
What One Thing Should You Remember?	Bottom line, if you take away one thing, please remember (One Important Thing) .	



Step	Example	Your Version
Who Am I?	Hi, my name is Joe Smith, and I am a Territory Sales Manager. In other words, I am an Advocate focused on your business.	
Why Should You Listen?	Why does our Approach at Acme matter to you? It is important because.... (2 Sentence Summary).	
What One Thing Should You Remember?	Bottom line, if you take away one thing, please remember (One Important Thing).	



[illegible]

Feel, Felt, Found:

Feel: I understand exactly how you feel.

Felt: Others have felt the same way.

Found: However, this is what I have found.

AAA Technique:

1. Address the Question
2. Answer the Question
3. Ask a Question



Corporate Membership

Compensation

Compliance

Background Screening

Recruiting & Talent Acquisition

HR Consulting

Training

Leadership Development



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