

# BRETT BURGESS

<http://5salesobstacles.com>

EVERY SALE HAS

5

BASIC OBSTACLES

What They Are & How-To Overcome Them



**SAMPLE**



**SIMPLE SALES TRACKING**

GET ORGANIZED. CLOSE MORE SALES.

# Every Sale Has 5 Basic Obstacles

What They Are & How-To Overcome Them

By Brett Burgess

<http://5salesobstacles.com>

Published by Simple Sales Tracking

<http://www.simplesalestracking.com>

ISBN 978-0-9868276-0-0

Copyright © 2011. All Rights Reserved.

# Contents

## Introduction

- 3 Author, Brett Burgess
- 4 About Simple Sales Tracking

## 5 Setting the Stage

- 6 Do You Set the Sales Meeting Agenda or does the Prospect?
- 9 *Worksheet 1: Personal Value Statement*
- 10 Are You a Show & Tell Salesperson?

## 14 Obstacle 1: No Need

- 15 Do You Always Uncover the Buyer's Needs?
- 18 Understand the Different Levels of Buyer's Needs
- 22 *Worksheet 2: Features / Benefits List*
- 23 *Worksheet 3: Return on Investment Calculator*

## 24 Obstacle 2: No Money

- 25 Show Me the Money!
- 29 *Worksheet 4: Problems & Solutions List*
- 30 *Worksheet 5: Lost Opportunity Cost Calculator*

## 31 Obstacle 3 & 4: No Hurray & No Desire

- 32 Uncover a Big Enough Need

## 35 Obstacle 5: No Trust

- 37 Scared to Close the Sale?
- 38 Closing the Sale
- 43 Worksheet 6: Closing Phrases
- 44 Worksheet 7: Positioning Statement

## *Author, Brett Burgess*

As a sales trainer and program developer for Sales Impact Group Ltd (New Zealand), Brett is an industry leader having worked with a wide and diverse range of organizations, from small business to large corporates.

Over the past 5 years Brett has published in excess of 125 sales and sales management related articles locally as well as in trade journals and magazines.

Brett has worked with national franchise businesses, brought on exclusively to work with new teams as they take on new franchisees.

In addition to franchise businesses, Brett works with many small and medium sized businesses; engaging both one-on-one as well as in group settings.

Specifically, Brett's sales training programs include sales training and development for frontline salespeople, sales management excellence for sales managers, and customer sales & service development for customer support teams.

Each program is based on "spaced learning principles", which are proven to be the most effective process for learning.

More details are available on the website [www.salesimpactgroup.co.nz](http://www.salesimpactgroup.co.nz).

## *About Simple Sales Tracking*

Simple Sales Tracking is web-based software for tracking individual and team sales pipelines and customer relationships.

Built with simplicity at its core, focus is kept on key sales tasks, while eliminating unnecessary ones, helping to ensure buy-in of the entire sales team.

Simple Sales Tracking is hosted online, so there is no software to install or hardware to maintain. Users access Simple Sales Tracking via their web browser, securely, from wherever they are.

Today, Simple Sales Tracking helps thousands of sales teams and medium and small businesses world-wide to get organized and close more sales.

In 2011, a new sales strategy and technique initiative was begun, bringing resources beyond software to their customers. This book is the first of those resources to be published.

Want to know more? Visit [www.simplesalestracking.com](http://www.simplesalestracking.com).

## *Setting the Stage*

*Do You Set the Sales Meeting Agenda or does the Prospect?  
Are You a Show & Tell Salesperson?*

## *Do You Set the Sales Meeting Agenda or does the Prospect?*

We'll start by looking at how we bridge the gap between introduction and uncovering the buyer's need, which is the primary aim of the sales interview. If we are to be able to add any value through our solutions, a way to do this is to set an agenda.

By setting an agenda at the start, it helps the prospect to understand what will happen and what the outcomes of the meeting will be. It will also show them that you have structure, particularly important when dealing with analytical buyers.

Sales meeting agendas are either set by you or you let the prospect set them. The trouble with letting the prospect set them is that their agenda is to deal with you as quickly as possible as their time is generally very limited.

Studies have shown that most senior managers have at least 56 hours of work in front of them. The more direct type of prospects will come straight to the point and might ask questions such as:

- What do you offer?
- What can you do for me?
- How much will it cost?

The trap for many of us is we mistake these questions for buying signals and launch right into our sales presentation. This is what I refer to as "premature presentation". This has killed many sales before they ever got off the ground.

If we can define the steps in our sales process which consistently lead to sales we can follow these methodically and therefore achieve predictable results.

An agenda might look something like this:

Sales Meeting Agenda	
1	A brief statement about the purpose of the meeting and the likely outcome
2	A value statement about our company and service/product (25 words or less – less is more!)
3	Then onto asking them your prepared questions

The purpose of the interview is to uncover a specific need you can help this prospect with. It is not a sales pitch. A sales pitch is basically a “show and tell” where the seller ends up doing most of the talking after asking some routine questions and establishing a few of what I term “surface needs”. The flaw in this type of presentation is it is very difficult to show a return on investment for the buyer.

Business owners need to see a clear return on investment as there is generally a large amount of risk in their mind when considering changing to another provider. Therefore, for them to change to our solution, we need to minimize the risk or eliminate it entirely.

Imagine if I offered you a rock for \$10,000. Your initial reaction might be “how ridiculous”, however if I then provided a certified jewelers valuation identifying it as a 9 carat uncut diamond, then the risk of the purchase would have been eliminated and the real value established – making it easier for you to make the buying decision.

So looking back to where we started – this is the most critical part of your sales process as this is where the sale is made and the stage is set for closing the sale.



## *Key Action*



Write a value statement in 25 words or less about what you do.

## *Quote*



*A bore is a person who opens his mouth and puts his feats in it.*



Henry Ford

## *Worksheet 1 – Personal Value Statement*

Write a value statement in 25 words or less about what you do.

---

---

---

---

---

---

---

---

---

---

## *Are You a Show & Tell Salesperson?*

In the last section we looked at the opening of the sale and the need to set the agenda for the meeting. This sets the scene.

To recap –

An agenda might look something like this:

Sales Meeting Agenda	
1	A brief statement about the purpose of the meeting and the likely outcome
2	A value statement about our company and service/product (25 words or less – less is more!)
3	Then onto asking them your prepared questions

This accomplishes several key objectives.

Firstly, it conveys to your prospect the purpose of the visit and that you are prepared and will not waste their time.

Secondly, it gives you permission to ask the prospect questions to gain an understanding of their situation as it relates to your products/services/solutions.

I am often asked how long the introductions and agenda setting process should take. My recommendation is 2-3 minutes absolute max. Remember, it's not about us - it's about them and their needs.

There is an old saying in sales –

***“You can listen a buyer into a sale faster than you can talk them into one”***

So we have:

1. Set the agenda
2. Delivered our value statement
3. Asked permission to ask questions

This takes care of the opening - what are your questions?

These need to be very carefully planned, as questions focus our thinking.

Therefore, you should never ask a question that could cause the prospect to think about an issue that could adversely affect the sale moving forward.

For example, I will ask you a question shortly and whatever you do don't think of the answer, remember read the question, but don't think of the answer!

When is your birthday?

If you are like most people, you would have thought of your birthday.

One such question most salespeople ask or some variation of is:

“Who is your current provider?”

This focuses their thinking on the person doing the job and if they have a great relationship with them, regardless of what sort of job they do, you are defeated before you ever get going.

Many salespeople ask a few perfunctory questions which the prospect will likely view as self-serving.

Then they dive into “show and tell”. That is, they begin showing the prospects samples, brochures, technical data or telling them about the solutions they offer or all about themselves, their company, who they have done work with – you get the idea!

Buyers sometimes refer to them as “Show up and Throw up Artists”.

So it’s a matter of developing a list of questions to help build trust and uncover a number of needs. These in turn will then help you establish the opportunity gap which in turn will show the return on investment.

In the next chapter, we will look at the various types of buyer needs that are common to every business.

*Quote*

“

*A mediocre salesman tells*

*A good salesman explains*

*A superior salesman demonstrates*

*Great salesmen inspire buyers to see the benefits as their own.*

”

Carolyn Shamis

*Thanks for having a read through this Sample Chapter.*

Visit <http://5salesobstacles.com> to download the entire book.