



# 2023 SALES EVOLUTION

- Have sales been harder to come by this year?
- Be ready to transform your sales approach for the digital age!
- Sales have evolved, so should your techniques.
- Be ready for a fast paced two hours of great information and ideas!





# Facilitator Introduction

## **Harvester Jud Griggs**

Jud's extensive journey through the design/build industry's elite, combined with his leadership prowess and dedication to fostering growth, has cemented him as an invaluable consultant and speaker, guiding businesses towards achieving their zenith.

## **Harvester Chris Darnell**

Chris Darnell seamlessly bridges the gap between time-honored business values and cutting-edge digital marketing strategies, ensuring businesses in the Landscape and Snow Removal Industry not only thrive but also resonate with newer generations.

# Overview

## ✓ Segment #1: Selling VS Order Taking

- History of Sales Technique's
- Post-Pandemic Buyer Behavior
- Selling VS Order Taking
- Adapting to the New Sales Landscape

## ✓ Segment #2: Prospecting & Lead Generation

- Basics of Prospecting
- Lead Generation in The Digital Age
- Introducing the 2@200 Campaign
- Implementing the 2@200 Campaign

## ✓ Segment #3: The Sales Process

- Understanding the Sales Process
- Tailoring the Sales Process
- Key Points in the Sales Journey
- Best Practices & Mistakes to Avoid



## ✓ Segment #4: Using Technology to BOOST Your Sales!

- Role of Technology in Modern Sales
- Key Technologies & Platforms
- Integrating Technologies and Platforms
- Benefits of Technology-Driven sales

## ✓ Segment #5: Closing Techniques

- Importance of Effective Closing
- Modern Closing Techniques
- Objection Handling
- Practical Exercises or Roleplay

## ✓ Conclusion and Q&A

- Recap Key Takeaways
- Questions & Answer



# Selling VS Order Taking

Covid seemed to make selling easy for a lot of companies once they figured how to do it while social distancing. Everyone was having enhancements done and life was good. Post Covid, and experiencing an economic downturn, we have to be more diligent than ever at putting sustainable processes in place to boost sales.





# The HISTORY of Sales techniques



- ✓ Ancient times, used the barter system
- ✓ Pre-industrial revolution , peddlers and traders traveled from town not town
- ✓ Negotiation and Haggling were commonplace
- ✓ Industrial revolution led to sales agents and door to door salespeople
- ✓ Early 20<sup>th</sup> Century first saw formal salesmanship techniques



- ✓ Sales training courses were offered like Dale Carnegie courses
- ✓ Late 20<sup>th</sup> Century, Telemarketing and direct mail became popular
- ✓ Late 20<sup>th</sup> to early 21<sup>st</sup> century saw internet marketing and email take of
- ✓ Sales techniques like inbound marketing, data driven sales along with remote selling
- ✓ Sales techniques continue to evolve with AI and changing consumer preferences



# POST-PANDEMIC BUYER BEHAVIOR

**Residential-** Clients are increasingly unsure of the economy and are delaying projects, cutting budgets or getting alternative pricing

**Commercial-** With many people continuing to work remotely, there is an over-abundance of office space. Office owners and property managers are looking for ways to reduce budgets



# SELLING VS ORDER TAKING

Sending in a bid and hoping for the best is not a great strategy!



Building relationships with the client or property manager will open many doors for you



Become a valued partner, not a salesperson. Look for ways to maximize the budget



Find out your client's goals and help them meet their goals (i.e., attract more tenants, attain higher lease rates)





# ADAPTING TO THE NEW SALES LANDSCAPE

- **Be proactive with your sales efforts. Waiting for the phone to ring is not a good strategy**
- **Currently, salespeople spend 80% of their time on account management and only 15% on prospecting. Need to raise that to 65%.**
- **Clients are still not willing to wait for return calls and proposals. Typically, the first to respond gets the sale**





# ADAPTING TO THE NEW SALES LANDSCAPE

- **Don't abandon all that has worked for you in the past.**
- **Always go back to your ideal client and focus on them. You may need to revise your sales techniques with them, though.**
- **Your best clients are your past clients. They know you, trust you, and won't shop you**





# Prospecting & Lead Generation

Prospecting is the act of finding and identifying potential clients or customers who may be interested in your product or service.





# Why is Prospecting Essential?

Without prospecting, your funnel or pipeline just dries up.



Foundation of the Sales Cycle: No leads, no sales.



It feeds the top of the sales funnel, ensuring a continuous flow towards potential sales conversion



# The Role of Prospecting In Sales

- Builds Awareness: Introduces potential customers to your offerings.
- Filters the Audience: Not everyone is an ideal customer; prospecting helps in identifying the right fit.
- Saves Time & Resources: By targeting potential leads, businesses avoid spending resources on unlikely clients.





# Digital Lead Generation

Without prospecting, your funnel or pipeline just dries up.



Digital lead generation is the initiation of consumer interest or inquiry into products or services through online methods.



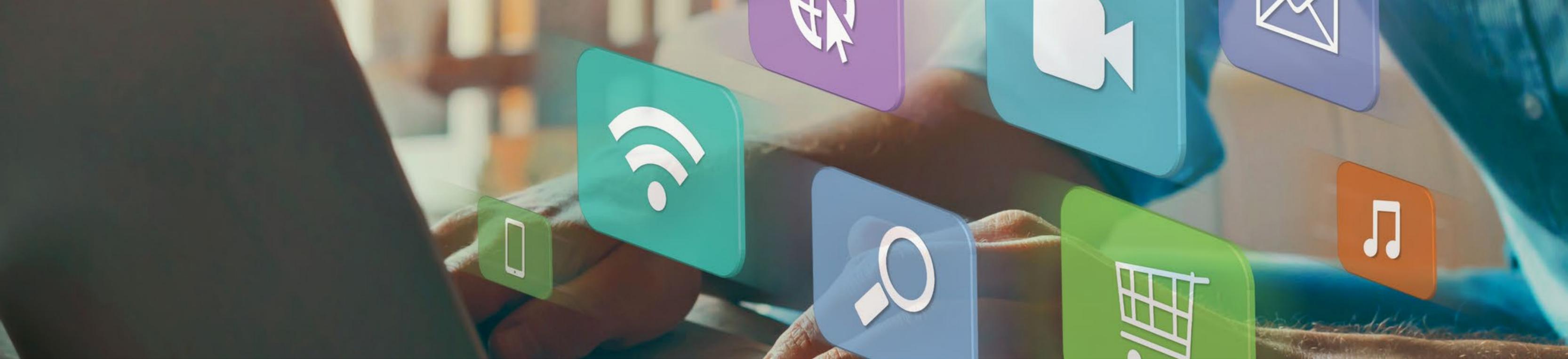
**Evolution:** From cold calls and paper ads to online ads and social media outreach.



# Modern Strategies for Digital Lead Generation

- **Content Marketing:** Creating valuable, relevant content to attract and retain an audience.
- **Search Engine Optimization (SEO):** Optimizing websites to rank higher on search engines, driving organic traffic.
- **Pay-Per-Click (PPC) Advertising:** Paid ads that appear on search engines, driving immediate traffic.





# Channels for Finding Potential Customers



**Social Media Platforms:** Sites like Facebook, LinkedIn, and Instagram have vast audiences and tailored ad campaigns.



**Email Marketing:** Direct communication to subscribers, offering newsletters, promotions, or exclusive deals.



**Webinars & Online Workshops:** Engage audiences by offering value through knowledge and insights.



# Incorporating Analytics & Feedback

- The role of analytics in measuring the success of digital lead generation campaigns.
- Importance of continuous feedback for refining and optimizing strategies.





## 2@ 200 Campaign

What is it?

- Be Number 2 to their Number 1
- Choose the top 200 Properties or Prospects that you want to have as a customer



# Implementing the 2@ 200

- Identify your top 200 prospects
- Collect Information on your top 200 prospects. (emails, phone #'s, etc)
- Contact them!
- Keep Contacting them
  - Personal Letter
  - Emails
  - In Person
  - Box of Bagels
- Build a Relationship





# The Sales Process

Understanding, tailoring and best practices to follow in creating a winning sales process.



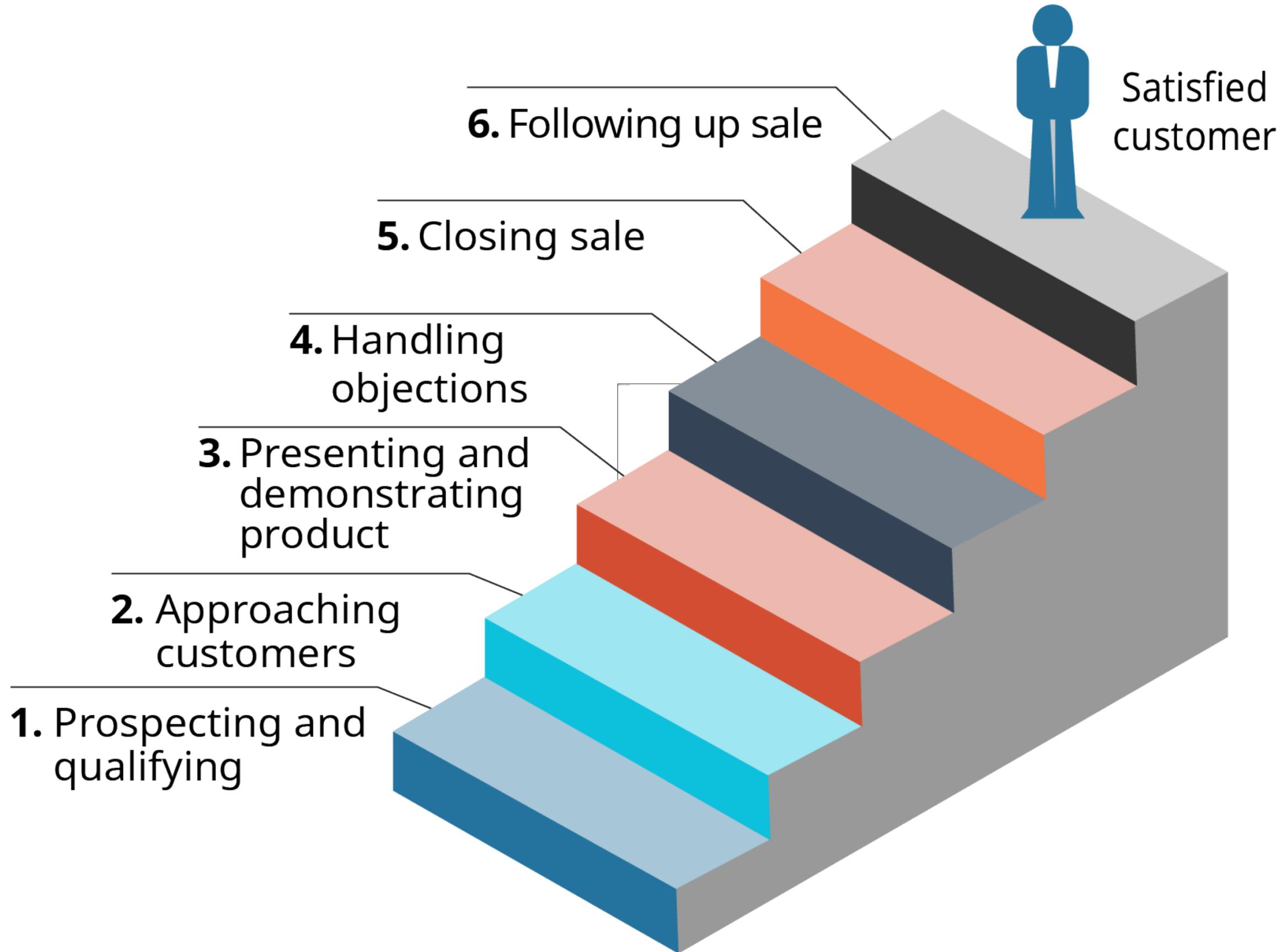


# UNDERSTANDING THE SALES PROCESS

Sales is a process, not an event

- Initiate
- Introduce
- Inform
- Influence to buy

The sales process must be intentional. Your sales process must be written, documented and trained.





# Diverse Markets, Diverse Approaches

## Tailor The Sales Process To Your Company

- Different markets have distinct characteristics, behaviors, and needs.
- What works in one market might not necessarily work in another.
- Understanding individual client needs and preferences is crucial.
- Tailoring the approach to align with these needs can be the difference between closing a sale and losing a potential client.



A close-up photograph of a hand holding a white rectangular card. The card has black text on it. The background is slightly blurred, showing a person in a dark suit jacket.

**You will never get  
a second chance  
to make a first  
impression**

## KEY POINTS IN THE SALES JOURNEY

All points in the sales process are important, but some are keys to your success

- ☑ First impressions are critical
- ☑ You will never get a second chance to make a great first impression
- ☑ Be on time, come prepared, and come with energy



## KEY POINTS IN THE SALES JOURNEY

All points in the sales process are important, but some are keys to your success



You will not be successful in sales until you learn to close the sale



Ask for the sale!



Become comfortable talking about money

# Best Practices



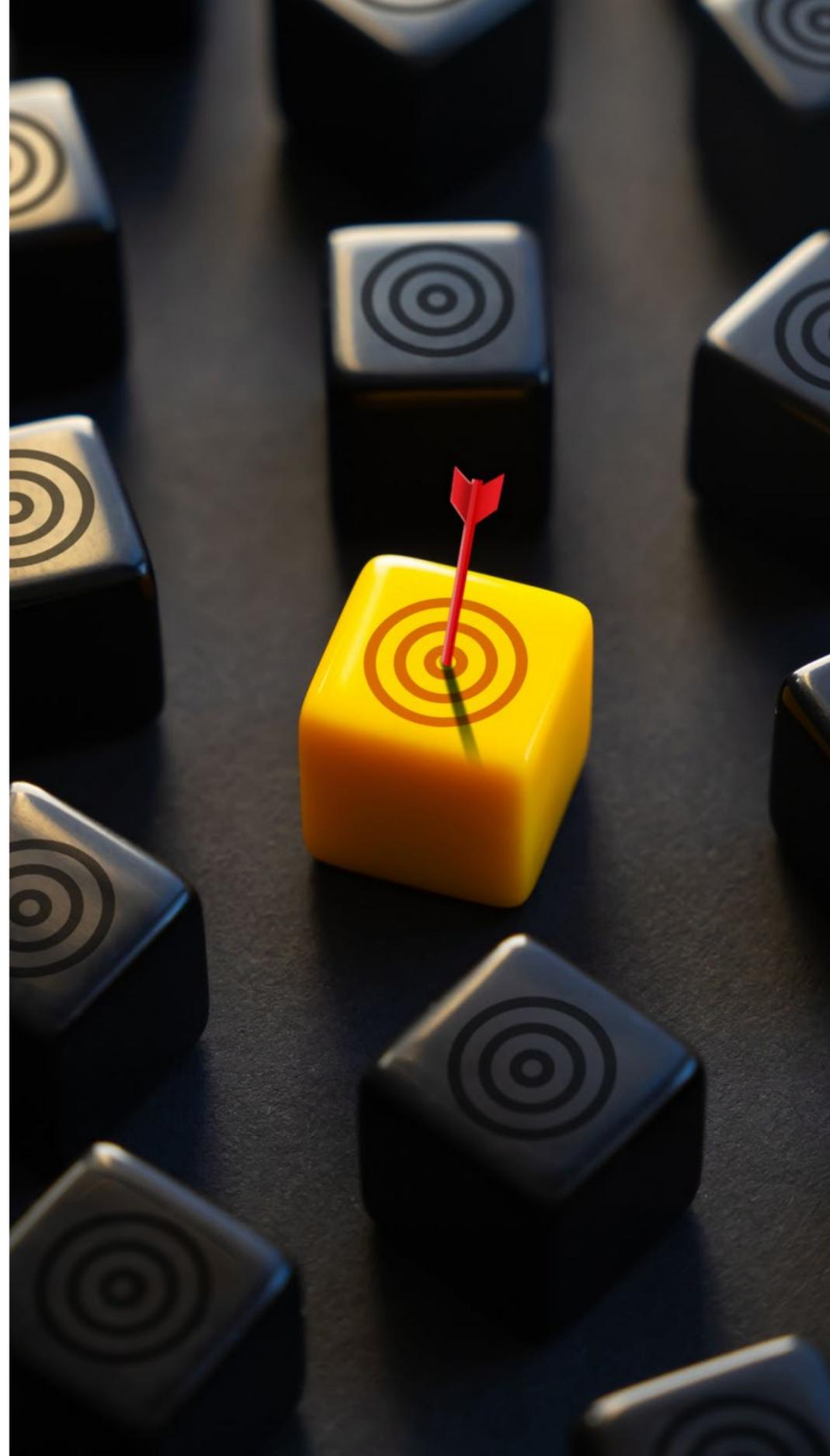
## Best Practice: Active Listening

- Truly understanding client needs by paying attention.
- The value of feedback and adapting accordingly.



## Best Practice: Continuous Learning

- Basics of Prospecting
- Lead Generation in The Digital Age
- Introducing the 2@200 Campaign
- Implementing the 2@200 Campaign



## Mistake: Over-Promising & Under-Delivering

- The danger of making commitments you can't keep.
- Damaging trust and reputation.



## Mistake: Ignoring Follow-Ups

- The sale isn't over after the close.
- Neglecting follow-ups can cost future business opportunities.

**Take a 5 Minute Break**



# Using Technology To Boost Your Sales

- The evolving face of sales: From traditional to digital.
- Technology: The driving force behind modern sales transformations.





# *DIGITAL TRANSFORMATION*

## The Digital Shift

- ✓ Automating repetitive tasks: Emails, follow-ups, and reminders.
- ✓ More time for strategy and human connection.
- ✓ From paper to CRM: Managing customer relationships.
- ✓ The 24/7 accessibility: Always being 'on' in the sales world.
- ✓ Data analytics: Understand customer behaviors and preferences.
- ✓ Tailoring pitches and products according to individual customer insights.



# Key Technologies and Platforms

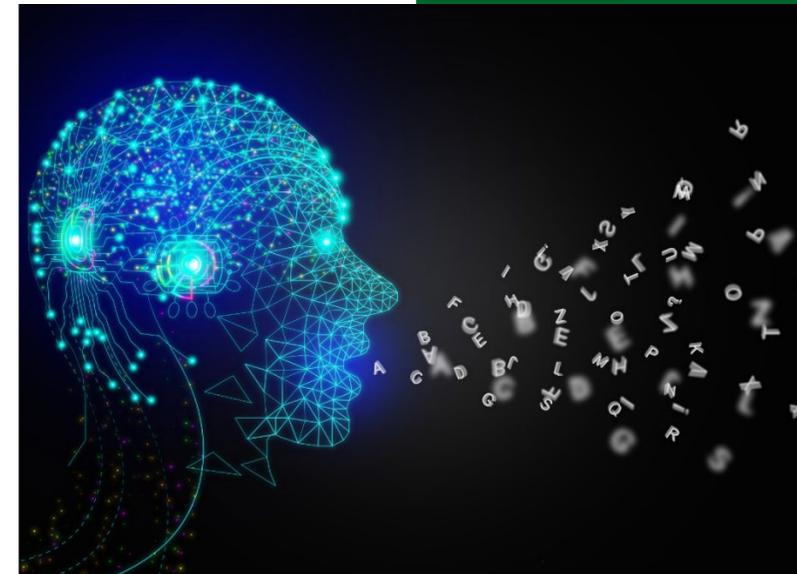
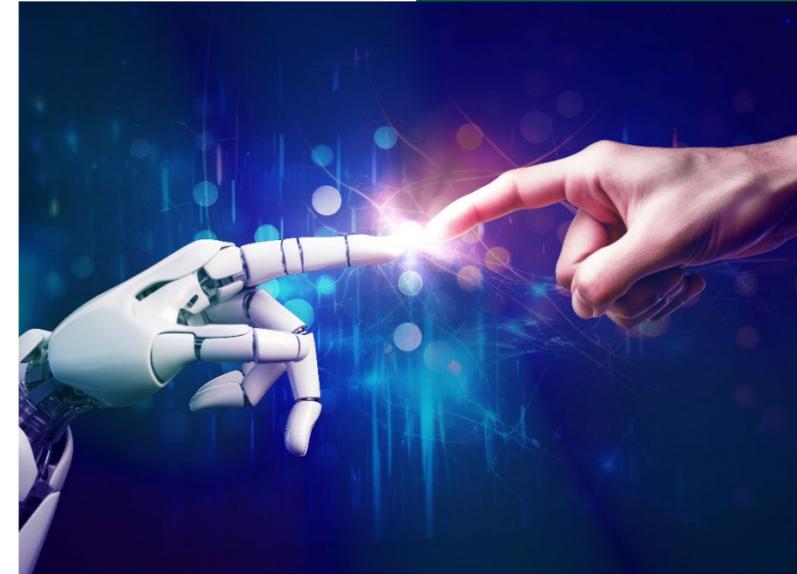
- **The modern toolbox:** From manual spreadsheets to AI-powered insights.
- The convergence of technology and sales success.
- **CRM** - What is CRM? Centralized management of customer interactions.
- **Popular platforms:** Salesforce, HubSpot, Zoho CRM, etc.
- **Beyond gut feelings:** Data-driven sales decisions.
- **Leading tools:** Google Analytics, Tableau, Power BI, etc.





# Artificial Intelligence (AI) in Sales

- **Predictive sales:** How AI anticipates customer needs.
- **Tools making a difference:** Chatbots, AI-powered sales assistants, predictive analytics.





# Emerging Platforms & Staying Updated

- **The horizon:** What's next in sales tech?
- The importance of continuous learning and adaptation.
- **Augmented Reality**





# Tech Integration

- ✓ Ensure your team understands and embraces new tools.
- ✓ Continuous training = continuous improvement.

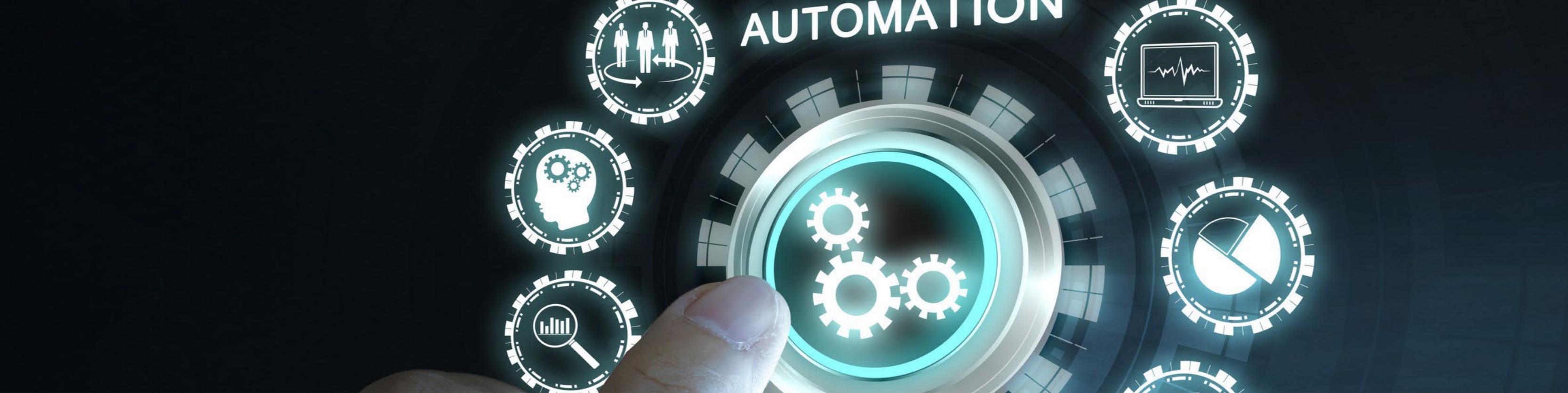
- ✓ The fusion of traditional sales and modern tech.
- ✓ Tech integration isn't about replacement; it's about enhancement.
- ✓ Every stage can benefit from tech.
- ✓ The key is choosing the right tool for the right task.



# Technology-Driven Sales

- Merging traditional sales tactics with today's tech advancements.
- Creating a more efficient, precise, and scalable sales process.
- Real-time data collection from diverse sources.
- Insights-driven decision-making for better sales outcomes.





# Scalability and Automation

- ✓ Tech allows for scalable sales processes.
- ✓ Automation reduces manual labor, freeing time for strategic tasks.
- ✓ Leveraging tech for timely and consistent follow-ups.



# Closing Techniques

- Effective closing techniques have never been more important than they are now.
- You need to have these techniques in your sales tool bag.
- You can't afford to sit back and wait for the sales to come in anymore.





# Importance of Effective Closing

- ✓ You must learn to earn!
- ✓ You will never be a highly compensated salesperson if you don't learn how to close a sale.
- ✓ Not only will you be frustrated, but your clients will be frustrated if you can't learn how to close a sale



# Successful Closing Techniques

For a successful close, prospects must agree:

- Yes, I need your services
- What you are offering is the solution to my problem
- You're the person I should be dealing with.
- Your company is the one I should be working with.
- The price and terms are fair and the time to buy is NOW





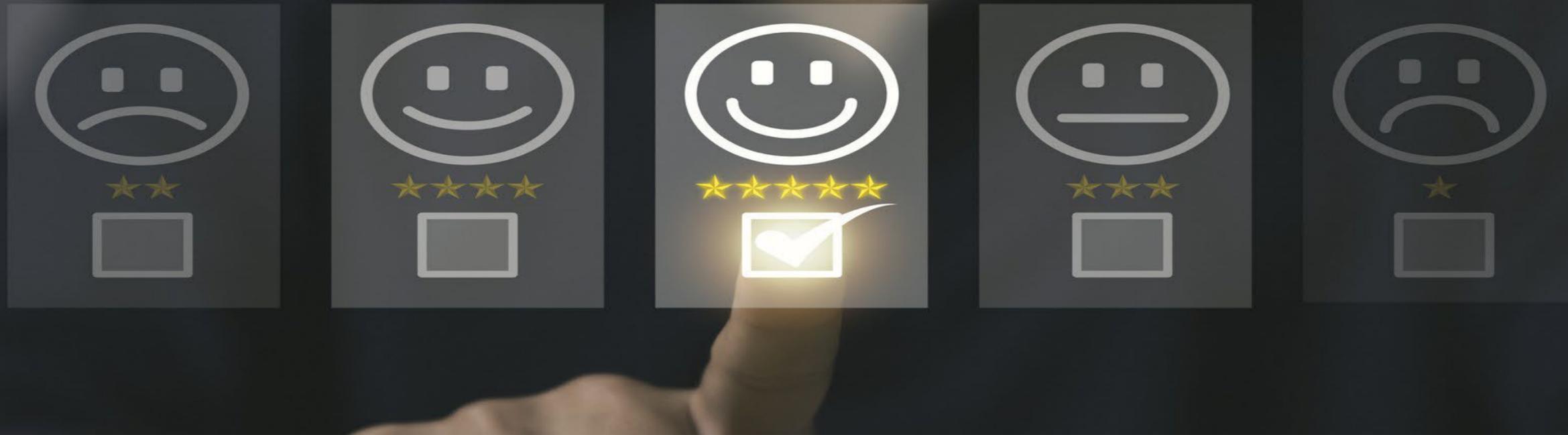
# ALWAYS BE CLOSING!

## **It is a very simple concept**

From the first meeting on, talk in a positive manner as if you already have the contract.

- When our crews are on site, they will ...
- What day would you prefer to have the maintenance performed?
- Do you want to be home when our construction crews arrive?





# TRIED AND TRUE CLOSING TECHNIQUES

## The Ben Franklin Close



List all the pros and cons of your proposal and another proposal



Add up the pros and cons



Then state, "The decision is obvious." Our proposal has far more positives than the other

Salesmanship Close #5: The Ben Franklin Close Template

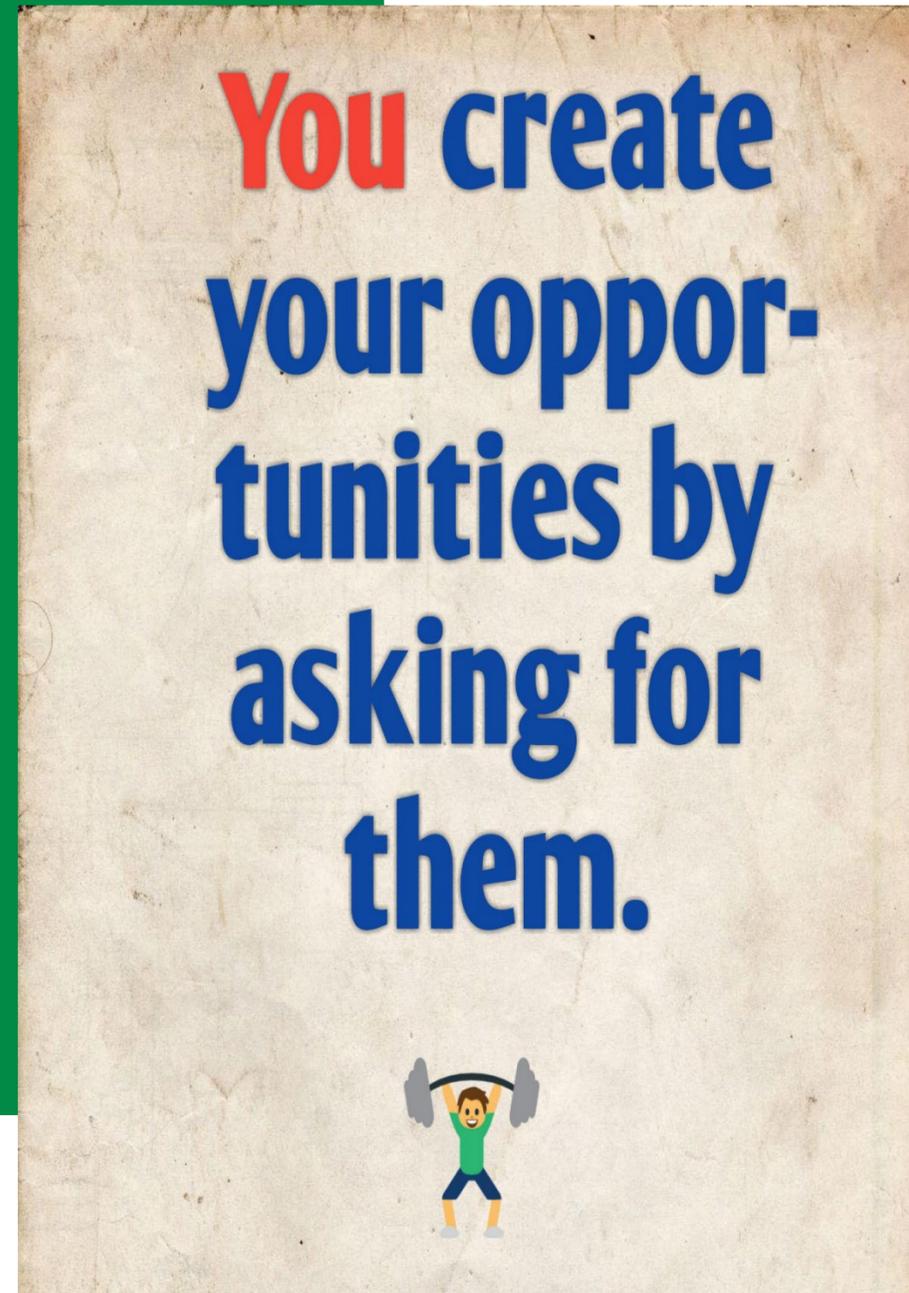
The July 8<sup>th</sup>, Cup O' Joe explained how to use the Ben Franklin Close as a way for your buyers and sellers to determine if they wanted to proceed with a real estate contract. Listed below, and included as an attachment, is a form that can be filled in by you and your client to help them make the decision. Remember to give a great deal of assistance with the "Pro's" and little or none with the "Con's."

Making The Best Decision	
Issue or Question:	
PRO's	CON's
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.
9.	9.
10.	10.
11.	11.
12.	12.
13.	13.
14.	14.
15.	15.
16.	16.
17.	17.
18.	18.
19.	19.
20.	20.



# BEST CLOSING TECHNIQUE – ASK FOR THE SALE!

- Many salespeople are afraid to ask.
- What is the harm in asking? The worst that can happen is they say no. No really means, not yet
- Learn to recognize buying signals. Prospects will tell you when they are ready – if you are listening

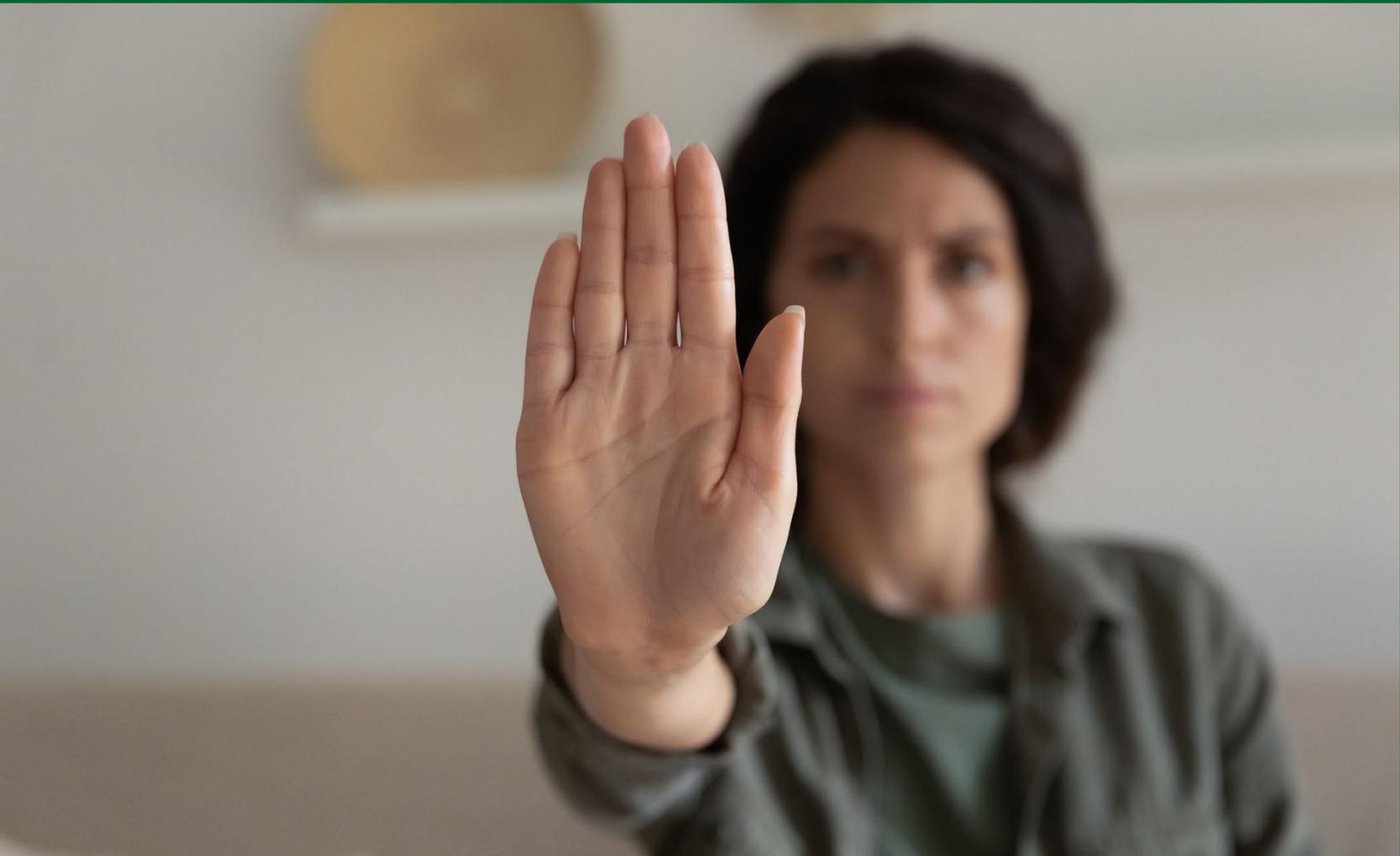




# Overcoming Objections

## What does this mean?

Overcoming objections refers to the process of addressing concerns or reservations a potential customer might have about a product, service, or idea. It's a crucial skill in sales and negotiation, enabling professionals to clarify misconceptions, provide additional information, and realign the conversation towards a positive outcome. Effectively handling objections builds trust, showcases the value of the offering, and often paves the way for successful conversions.





**WHY?**

**AN OBJECTION IS:**

- Outright resistance
- A need for more information.
- A stall

**Objections indicate a  
buyer's interest**



Objections are a sign of interest



Uninterested people wouldn't care enough to raise an objection



There is rarely an objection that can't be overcome



Once you have overcome an objection, you're in a great position to make the sale



Never get rattled by an objection



Remain calm and professional



Do not respond to rude or nasty remarks



Use positive and respectful language to turn them around



Remember, people's objections are important to them



# DEALING WITH OBJECTIONS



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**Objections indicate a buyer is interested**



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**Anticipate objections**

THE ONLY THING THAT IS ULTIMATELY REAL ABOUT YOUR JOURNEY IS THE STEP THAT YOU ARE TAKING AT THIS MOMENT. THAT'S ALL THERE EVER IS.

ECKHART TOLLE

**Get down to the real objection**



# TECHNIQUES TO OVERCOME OBJECTIONS



## **Admit it**

You are right



## **Deny it**

I know how you feel,  
however...



## **Divert it**

Let's put that aside  
and come back to it



## **Handle it**

Clarify it with a question  
Answer the objection  
Confirm it's been handled



# EMOTIONS ARE THE KEY TO CLOSING

## Facts About Closing

If Clients like you, trust you, or have confidence in you, you will have success in closing sales



Fear is the greatest reason salespeople fail

The two most important words are NOW and TODAY 

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# Conclusion and Q&A

## Key Takeaways:

- Sales is a process, not an event.
- Always be closing.
- Implement the 2@200 Program
- How to incorporate analytics and feedback.
- Objections are a sign of client interest.
- Become a valued partner with your client.





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