

How to Structure a Sales Conversation

As you prepare for sales conversations, use the following seven steps as a rough guide. Remember to allow flexibility to follow your curiosity and explore issues the customer raises.

1. Small talk to build rapport

Start the conversation with topics that most people find easy to discuss, such as traffic, the weather, the meeting space, or a news story of mutual interest. Avoid topics that could be controversial, such as religion or politics.

2. Q X H V W L R Q V W R X Q F R Y H U W K H S U R V S H F W ¶ V Q H H G V constraints

Engage the customer in open -ended questions that allow them to define the problem. For instance, you might ask:

- x : K D W ¶ V \ R X U E L J J H V W F K D O O H Q J H U L J K W Q R Z "
- x Who else is affected by it?
- x How are you tackling it?
- x How well is that solution working for you?
- x If you could wave a magic wand and make the challenge go away, what would that look like?

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4. Your offer

Clearly, concisely describe your solution and the benefits it delivers. Wherever possible, echo the language the customer has used to describe the problem and their ideal solution.

At this stage, you may want to pull out a piece of printed collateral (marketing material), such as a one -pager giving an overview of your product or service. Or if you have been invited to give a sales presentation, this is the point when you might walk your audience through a few slides.

As you prepare your offer, you should consider the following:

7. Follow -up

Be sure to follow up on your live conversation with a written message thanking the prospect for their time and confirming next steps.

Whether you send a handwritten note or an email message, avoid canned language. To make your thank -you sound genuine, include the following:

- x Thank you for the meeting
- x Something specific you appreciated about the conversation
- x If appropriate, answers to objections the customer raised
- x Next steps

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SUBJECT: Thanks for a great conversation

Sales Script Template

1. Small talk to build rapport

2. QXHVWLRQV WR XQFRYHU WKH SURVSHFWLRQV DQG EX\LQJ

3. Transition from describing the problem to exploring solutions

4. Your offer

