

Executive Blueprints



Training Exercises & Activities

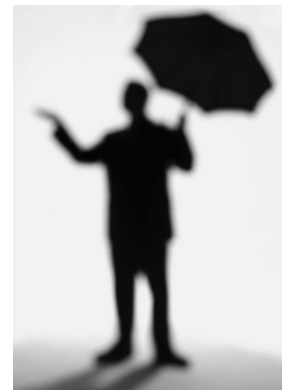
Sales Training

SUBJECT:

CUSTOMER SELECTION & SATURATION

MATERIALS REQUIRED:

- (1) PITCHER WITH WATER
- (1) CAN OF SOFT DRINK
- (1) GLASS
- (1) TOWEL



OPTIONS:

This demonstration works best with one pitcher of clear Water. One can of dark soda (Like a Coke or Pepsi), and a clear glass and a large towel.

THEME:

Good Sales technique conveys the features of the product or service effectively.

Great Sales technique is about identifying specific customer needs and demonstrating the value of your product or services in filling those needs.

Be prepared to adjust the course of the discussion or presentation as well as the amount of information in direct proportion to the customer response. Identify the customer needs and behavior quickly to maximize your opportunity to meet their needs, and stop selling when you have made the sale or saturated the customer.



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ACTIVITY

Mention a specific product or service that the participants are responsible for selling or have a significant degree of familiarity.

You are the potential customer for this specific product or service.

Challenge the participants to each provide you with a reason to purchase the product or service from him or her. Challenge the participants to be creative but realistic in the approach. Each individual can present only one unique reason or value proposition for purchasing from him or her.

As each person provides the unique value and reason for purchase, pour either water from the pitcher or soda from the can into the glass. Pour the colored soda whenever a participant provides a reason related to how the specific customer will use the product or service. Pour water whenever the participant provides a reason based on price, features, general values not related to specific customer needs, common brand statements, slogans or jargon that includes company slang. Pour water whenever someone repeats a reason that was already proposed, or does not provide a unique proposition.

Continue the exercise and pour into the glass even though it overflows. This is why you have the towel.

Allow them to provide unique reasons that you, as a customer, should buy. Keep this going until you run out of soda or water. (It helps to have a big towel).

LESSON

As a customer, all you really wanted was a drink of the soft drink (soda). This should have been evident by your selection of which item to pour into the glass.

Ask how many participants recognized how you chose which item to pour. How many participants were concentrating on their own creative ideas and what they were going to say next to the extent that they did not notice that you (the customer) had a very distinct habit? Why did they continue to try to sell to you even after the glass was full? They continued even though you were saturated.

The customer may be very direct in communicating desires, or the desires may become evident in response to certain situations or phrases. Sales associates need to concentrate on the customer and identify changes in behavior or response, rather than concentrate exclusively on their own sales pitch. Customer interest and response is a critical element in identifying the customer need.