



"TEAM Selling For SuperStars"

Executive Suite Industry Training

Developed & Presented By Sonny Moyers

The O'Dea Moyers Group



TEAM SELLING FOR SUPERSTARS

Workshop Objectives

- 1) Review the industry research conducted by OMG that resulted in this training.
- 2) Review the actions required to be taken in order to differentiate the center from the competition.
- 3) Train the Support **TEAM** Selling Processes in order to better facilitate TEAM Selling at the center.
- 4) Provide the Support **TEAM** with the "**How to**" of TEAM Selling so that a successful TEAM Selling presentation can be made to prospects.
- 5) Understand **The OMG Sales Process** which incorporates TEAM Selling into each sales presentations.
- 6) Understand The OMG Ten Critical Elements of Sales Presentations and deliver more powerful, persuasive, presentations in conjunction with sales executive presentations.
- 7) Review the "**Professionalism Is Value Concepts**" and further train the Support TEAM on how their professionalism can impact results.
- 8) Review and discuss how each TEAM member can assist in building a successful TEAM within the center.
- 9) Review and further explain the interpersonal communications concept of "**Self-Disclosure & Reciprocity**" as it relates to sales positioning strategies.
- 10) Review methods and techniques of better controlling prospects and developing the "consultative TEAM Selling approach in selling."

TODAY'S PROGRAM

“Team Selling For SuperStars” is about you. It is about Management’s belief that you are critical to the success of your center. It is the belief that you can make a difference in the outcome of the sales presentations that are made by the sales executive. **“Team Selling For SuperStars”** is designed to give you both the knowledge and the confidence to participate in the selling process.

Your help is needed to achieve your center’s objectives. The management needs you to become a part of the sales process and add your **“Magic Minutes”** to each presentation.

What is a SuperBear?

YOU are a **SuperBear!** A **SuperBear** is a staff member who cares about company success and client satisfaction. **SuperBears** run faster, jump higher, dive deeper, are more committed to results, and care about their TEAM members. **SuperBears** are better than average Bears and look for opportunities to create **“Magic Minutes”** with prospective clients. **SuperBears** are motivated to achieve more and live up to their management’s expectations.

OMG welcomes you to **SuperStar** training. Your management has made a significant investment in you. We hope you enjoy the program today and do your best to implement and execute the concepts outlined in this training.

The workshop today is about **TEAM** Selling, more than it is about selling. To be a part of the selling process, you must have a good idea of the following:

1. How the sales process works. . .
2. What is it that we are attempting to sell. . .
3. What you are expected to do to assist in the sales process. . .



INDUSTRY RESEARCH

At the end of Module One, you will have been provided information that will allow you to:

- 1) Understand the research methodology used to explore and develop the materials being presented in the **TEAM** Selling curriculum.
- 2) Know the specific results of the research, findings, and a general understanding of what the researchers experienced during the study.
- 3) Ask questions about the findings and validate your own feelings about the experiences you have had in these areas.



WHAT OUR RESEARCH REVEALED

- Lack of Sales Preparedness
- Lack of Professionalism in Sales Presentations
- Poor Center Readiness & No Team Selling
- Failure to Identify Needs / Wants
- No Sales Process & Loss of Sales Control
- Lack of Closing Techniques
- Poor Follow Up
- Professionalism Not Demonstrated



PROFESSIONALISM IS VALUE

At the end of Module Two, you will have been provided information that will allow you to:

- 1) Understand the concept of, "**Professionalism Is Value,**" and be able to equate professionalism to sales success.
- 2) Understand the "Magic Minute" concept and learn how to cause "**Magic Minutes**" to be presented during TEAM sales presentations.
- 3) Learn techniques for using the "**Professionalism Is Value**" concept to make more powerful sales presentations.
- 1) Learn how to make more powerful and professional presentations to assure that the Prospect believes that we have higher perceived value.



PROFESSIONALISM IS SYNONYMOUS WITH VALUE

More Magic Minutes - More Sales

People Support Their First Impressions

- √ Dress
- √ Detail Orientation
- √ Communications
- √ Competence
- √ Professionalism Upon Entering the Center
- √ Professionalism on Contact in Communications
- √ Professionalism in Accounting & Operations
- √ Professionalism at Every Position



POWER STATEMENTS GIVE YOU CONTROL

We all need to focus on the other person more than we focus on ourselves. What the other person is thinking is usually more important to them than what we are thinking. Put yourself in the other person's shoes.

No one wants to be ignored, taken for granted, or overlooked. They want to be important! First comes the smile, then the words, and pronto. . . you have better communications! Power Phrases make it difficult for clients and prospects to say "No."

Try to work these Power Phrases into your vocabulary.

- 1) **Please**
- 2) **Thank you!**
- 3) **If you don't mind . . .**
- 4) **If it's all right with you . . .**
- 5) **How can I help you today, Mr. Guest?**
- 6) **What can I do for you, Mr. Guest?**
- 7) **May I . . . Offer You Voice Mail or Offer You Coffee**
- 8) **As you know, . . .**
- 9) **I wonder if I could get your advice on something . . .**
- 10) **I'd appreciate it if . . .**
- 11) **Could I get you to spend some time for a quick question?**
- 12) **You probably already know this, but . . .**

Making Powerful Presentations

PRESENTATION GUIDE

Personalizing The Contact (Presentation Techniques)

- 1) Make Immediate Eye Contact
- 2) Smile
- 3) Firm Handshake While Maintaining Eye Contact
- 4) Look At & Listen To The Prospect Intently



You Make The Difference...

Making Powerful Presentations

PRESENTATION GUIDE



Your Sales Presentation

- 1) Begin Your Presentation With A Responsibilities Statement
- 2) Watch For Prospect Feedback
- 3) Allow Questions To Be Asked
- 4) Pace Your Presentation To Prospect Reaction
- 5) Listen Actively — Use Facial Expressions To Confirm Attention
- 6) Block Out Distractions Where Possible
- 7) Tailor Your Presentation To Prospect Needs & Wants
- 8) Control Your Presentation — Avoid Price
- 9) Smile Often & Make The Prospect Like You
- 10) Use Your Sales Tools Whenever Possible
- 11) Use Testimonial Letters & References When Possible
- 12) Use Live Presentations Or Demonstrations When Possible
- 13) Personalize — Customize — Individualize**

SALES PRESENTATIONS

Controlling The Prospect Is Essential

- 1) Taking Charge
- 2) Using Tools
- 3) Maintaining Control & Poise
- 4) The Person Is More Important Than The Process
- 5) Your Opportunity To Shine
- 6) A Stage For Presenting Your TEAM
- 7) The Center Is Your Showroom

Delivery Concepts

- **Level**

- **Enthusiasm**

- **Power Statements**

Center Readiness

At the end of Module Three, you will have been provided information that will allow you to:

- 1) Understand the reasons that Center Readiness is so important to our sales success.
- 2) Understand how Center Readiness causes the prospective client to have a higher perceived value of our organization.
- 3) Learn how to structure a Center Readiness Program to assure compliance.



GETTING READY TO TEAM SELL

Most executive suite TEAM members see “**Center Readiness**” as an important function of operating a successful center. Unfortunately, many see this merely as a housekeeping function and a “**get to when we can**” item. It is generally not perceived as a part of the sales function. The objective of “Center Readiness” is to prepare the center for the sales presentation. Anything that interferes with the ability to show and sell the center and the services related should be noted in the “Center Readiness” report.



From a sales presentation viewpoint, the reason that “Center Readiness” is so important is that it eliminates distractions and embarrassing incidents during the sales presentation or sales interview.

The properly prepared center will allow the sales executive to:

Maintain Eye Contact: It is difficult to read feedback from a prospect if you are fumbling with keys, turning on lights, or moving furniture out of the prospect’s pathway. **Eye contact is crucial** because it allows the sales executive to read feedback. If the prospect is looking into telecommunications center at the time, observing the front desk eating lunch, or seeing the maintenance

staff repairing air conditioning systems, the sales executive can observe the prospect’s distraction and take action to regain control of the sales interview.



Avoid Distractions: Distractions that interrupt the sales presentation destroy sales effectiveness. The most important activity of the center is selling. Without clients, operations have no purpose. Many of us have had instances where we were interrupted during the sales interview by having to arrange for keys to be provided so that office spaces may be shown, or to obtain a sales kit. In each instance, the train of thought and concentration of the sales executive and prospect is broken. This has a negative impact on your ability to present information or answer questions. In addition, these interruptions and distractions break the prospect's concentration and allow the prospect's mind to wander to other issues such as price, which you are not ready to present.

After being interrupted, you must regain the prospect's attention. If the prospect is also distracted, he/she may ask you a question that you are not mentally prepared to answer. This throws you out of step with your planned presentation and breaks the sales cycle, causing you to lose control.

Provide Appropriate Information: Providing the appropriate information to the prospect is critical. This may be your only opportunity to meet with the prospect in person. In many cases when the end of a presentation is reached, necessary information is not available to the sales executive. It is very disconcerting not to have office space availability information readily available, current pricing documents, brochures, business cards, or other pertinent information available when needed. The “**Center Readiness**” report assures that a sales kit and sales literature are available and accessible when needed. Being able to provide the appropriate information at the end of the sales interview will assure that the prospect will leave the interview with the necessary information to keep your center in the running at the right price. In addition, having the information readily available will allow the sales executive to easily answer questions and overcome objections, resulting in the increased probability of closing the sale.

Present the Most Professional Image: You are asking the prospect to trust your TEAM as his/her personal support staff. Many aspects of the prospect's safety, security, and comfort are your responsibility. Prospective clients want professional, efficient, and organized staff support. The prospect's perception of the sales executive and the center often has more to do with closing the sale than the size of the conference room or the number of amenities within the center. Having the last client's materials stacked in the corner of the office space you are showing makes a statement about your ability to manage a center. Empty rooms with dusty furniture in the middle of the room sends a negative message to a prospect.



Offices with dirty carpets and left over furniture tell the prospect that management is not prepared and that time is not given to detail. Most prospects want detail-oriented professionals to support them. Professional image vanishes when employees interrupt the sales interview because they do not know what to do or cannot determine who should handle a prospect. Employees must recognize that the sales interview takes priority over operational issues. The “Center Readiness” report lessens the likelihood of losing a prospect because of the lack of preparation.

To summarize, meeting the needs of existing clients is very important. However, a new client is like a blood transfusion to the center. With this in mind, all personnel must put a high priority on “**Center Readiness.**”

Do we have a “**Center Readiness**” Report and are each of the **TEAM** members committed to meeting the expectations of management regarding center readiness?

Center Readiness

Module Review

Center readiness is important to the Center because it:

- Makes the employees feel better about their jobs.
- Provides a cleaner, nicer atmosphere in which to work.
- Causes the owners to have more confidence in Center management.
- Improves the probability of closing sales to prospects.

Maintaining eye contact with the prospect allows the sales executive to:

- Determine the color of the prospect's eyes.
- Avoid letting the prospect know that the sales executive is "scared to death."
- Read feedback regarding the prospect's perception of the center.
- Not have to look at center personnel and laugh at the ridiculous claims being made.

By avoiding distractions, the sales executive will:

- Be able to complete the sales presentation exactly as planned.
- Maintain concentration for both sales executive and prospect, thereby improving the probability of sale.
- Be able to give away more sales kits.
- Be able to be a big shot and have all the personnel jump through hoops to please.

By providing the appropriate information, the sales executive will:

- Be able to answer important questions during the sales presentation.
- Give away more printed literature and impress the staff.
- Keep the printer's family clothed and fed.
- Help the sales executive overcome the urge to run and hide.

Presenting the most professional image will:

- Make the sales executive a better dancer.
- Make the prospect buy more peanut butter.
- Give the prospect confidence in management and the sales executive.
- Make the staff have more confidence in management and pride in the business.

Interpersonal Communications Theory

MAKING THE MOST OF YOUR TIME WITH A PROSPECT

At the end of Module Four, you will have been provided information that will allow you to:

- 1) Understand how the use of the Self-Disclosure & Reciprocity concept allows us to build relationships with prospective clients.
- 2) Learn how to build trust and confidence with the prospect and client to assure that sales message will be heard in the way we want it to be heard.
- 3) Learn how to use the "Onion Skin Theory" to better communicate with prospects.
- 4) Understand the concept of "Self Disclosure & Reciprocity" and the impact that the concept has on our everyday lives.

our



BUILDING INTERPERSONAL COMMUNICATIONS

The importance of communicating with people and developing a strong relationship cannot be overstated. Most prospects call the center looking for information, and not want to tell anyone who they are or what they are doing. This is called, the **"Resistance to Disclosure."** The **"Resistance to Disclosure"** must be overcome in order to obtain relevant and important information from the prospect.

The prospect wants information and we have power. If we provide the information to the prospect, we do not increase our power, we reduce our power. It is important to remember that the most power we will have is prior to providing the information that the prospect is calling about. We must be careful not to be pushed into providing information prior to obtaining what we need to have the highest probability of reaching agreement with the prospect.

- 1) Creating Rapport:

- 2) Positioning:

- 3) **"Self-Disclosure & Reciprocity":**



SELF-DISCLOSURE & RECIPROCITY

The Concept

Sidney M. Jourard, a noted psychologist, wrote, *“The other man is a mystery. He is opaque. We cannot know in advance what he will do. We do not know his past, and we do not know what is ‘going on inside him.’ Consequently, we remain on guard when we are in his presence.”*

This statement is the heart of the concept of self-disclosure and reciprocity. **To the other man we are a mystery.** We are opaque. He cannot know in advance what we will do. He cannot know our past, and he cannot know what is “going on inside of us.” Consequently, he remains on guard when we are in his presence.

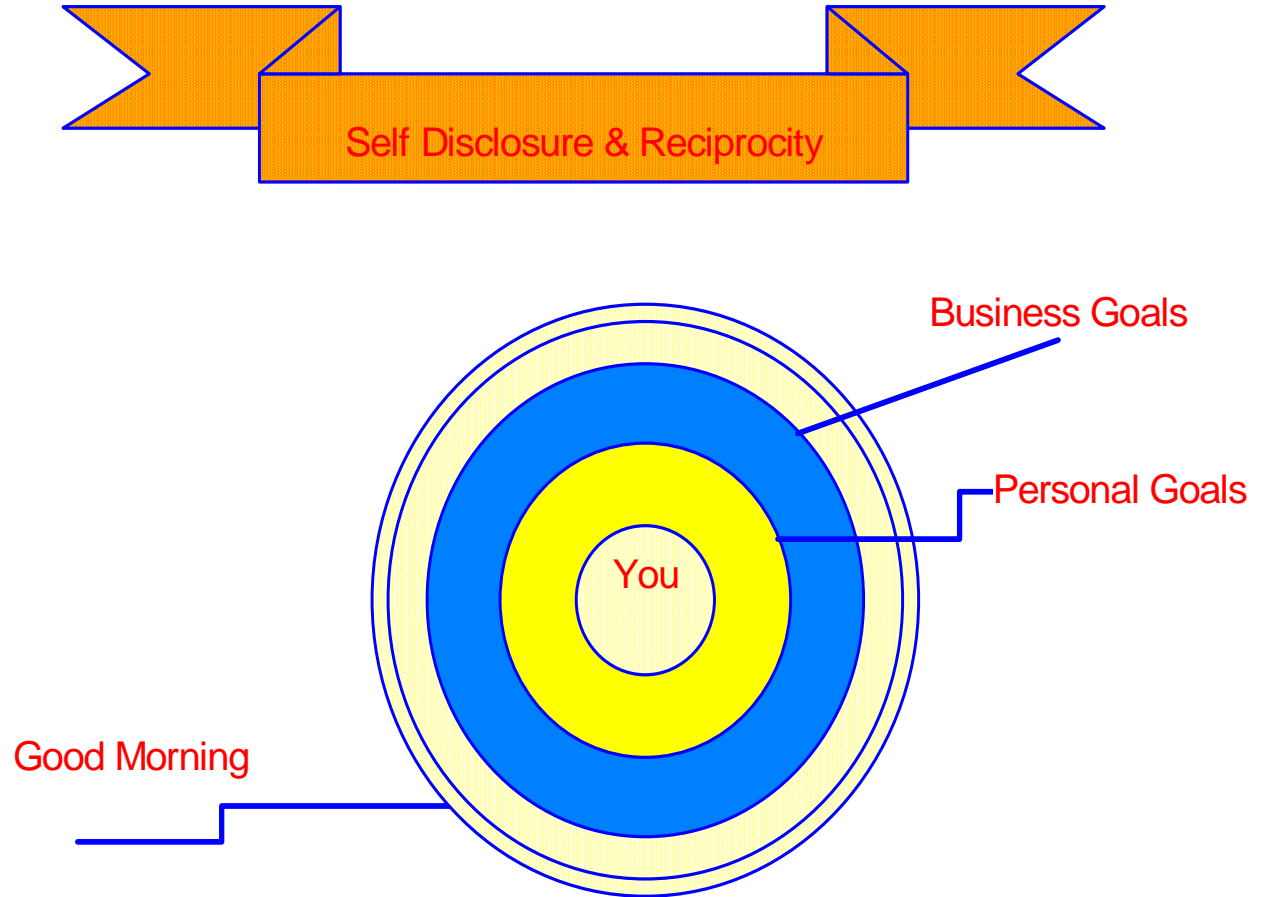
Self-disclosure and reciprocity have long been a favorite subject of the psychologist. Almost every aspect of the self-disclosure concept has been dealt with except for its applicability in the area of sales and interpersonal relationships related to business.

The “Onion Skin Theory Of Interpersonal Communications”

People buy from people they know and like...

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Management Consultant Services
Sonny Moyers
Self Disclosure & Reciprocity
The Key To Positioning With Prospects

Sales Processes & Getting Positive Results

At the end of Module Five, you will have been provided information that will allow you to:

- 1) Understand what the sales executive should include in a sales presentation.
- 2) Know the TEAM Selling methods of making sales presentations that improve the probability of sale.
- 3) Learn techniques to assist you the sales executive in making powerful presentations that result in a sale.
- 4) Know the best method for presenting the services that you provide in your area.



The Ten Critical Elements Of THE SUCCESSFUL SALES PRESENTATION

- ☛ Selling Space
- ☛ Selling the Building & Complex
- ☛ Selling the Location
- ☛ Selling the Support Team — SuperBears
- ☛ Selling Services (SuperBears Impress)
- ☛ Selling the Tenant Base
- ☛ Selling the Amenity Package
- ☛ Selling Self
- ☛ Selling the Executive Suite Concept
- ☛ Selling the Suite Ownership & Association or Network

THE OMG SALES PROCESS

Step One — Anticipating Contact - Being Poised For Success

Step Two — Greeting & Initial Perception - Front Desk - Telecom - Email

Step Three — Pre-Callback Research - Internet & Other Resources

Step Four— Conceptual Solution Development

Step Five — Contact - Selling The Site Visit

Step Six — Pre-Site Visit Preparation

THE OMG SALES PROCESS

Step Seven — Greeting & Initial Perception - Front Desk

Step Eight— Greeting & Initial Perception - Sales Executive

THE OMG SALES PROCESS - CONTINUED...

Step Nine— The Front End Presentation - Sales Executive

Step Ten— Demonstrating Proficiency - Sales Executive

Step Eleven — Needs - Wants Identification & Prospecting

Step Twelve — Self-Disclosure & Reciprocity

Step Fourteen— Presenting / The Tour Phase

THE OMG SALES PROCESS

The OMG Sales Process - Continued

Step Fifteen— The Validation & Confirming Phase

Step Sixteen— Reaching Agreement

Step Seventeen — Assuring Satisfaction



"The Power Of Expectation!"

A management concept based upon the fundamental belief that when employees know what is expected of them, and are properly trained and motivated, they will perform to achieve established goals.

The **OMG Executive Suite Industry** training curriculum is based upon a number of sources of information. First and foremost, it is based upon Sonny Moyers' experience in working with hundreds of organizations and executives throughout the world. Secondly, it is based upon information taken from *industry research conducted by OMG*.

Additional sources are as follows:

Psychological Dimensions of Organizational Behavior, by **Barry M. Staw**

Understanding Psychology And Dimensions Of Adjustment, by **Bernard Poduska**

Cunningham, Ross M. "Brand Loyalty — What, Where, How Much?" *Harvard Business Review*, 34 (January-February 1956)

Tull, D.S., R. A. Boring, and M. H. Gonsior. "A Note on the Relationship of Price and Inputed Quality." *Journal of Business*, 37 (April, 1964)

Holloway, Mittelstaedt, Venkatesan, "Consumer Behavior - Contemporary Research in Action," *Houghton Mifflin Company, Boston, 1971.*