2011 Sonlight Training Conference

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Sales Training

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Sell vs Consult
- Sell—to transfer property to another for an equivalent in money
  - Implies a focus on persuading the buyer to make the exchange
  - Appearance of pushiness gives bad connotation to sales
- Consult—to seek opinion of another as guide to one's own judgment
  - Implies exchange between parties rather than one-way communication
  - It's not about the salespersonor consultant, but the needs of the prospect
- LISTEN! Let the prospect tell you what they want
- We are part of sales team but function in consultant mode
- Come alongside the prospect as fellow homeschooler—builds quick connection

Why do we start with customer's problem?
- … because the customer is focused on their problem—it may be all they think about!
- Showing understanding of customer by identifying their problem creates rapport
- Go beyond identifying the problem to relating the consequences of problem
  - Further solidifies rapport
  - Consequences bring prospect's emotion to fore (key for learning/retention)

When salesperson focused on solution (product benefits) but customer focused on problem … MISCOMMUNICATION!

We can only present the solution as relief of the problem IF the problem is identified
1. Start by identifying the problem
2. Problem has consequences, consequences bring stress
3. Position the solution to bring relief of the stress

Ask questions … Listen to their answers … pick out key words they use (if they use unique words, these are emotional cues) … use those words when you talk with them (rapport, connection)

Objections are our friends!
- Only buyers have objections—view the objection as buying signal or criteria
- Seek to understand the signal behind the objection:
  - I don't like the color > "color is important to me"
  - I don't have time > "speed is important, or seeking timesaver"
  - It's expensive > "money is an issue, or return on investment is important, or funding time frame is an issue" (demonstrate package value, time payments)
  - It's too complicated > "ease of use is important" (demonstrate)

3 Types of Objections:
- Perception—things assumed true, not reality but people believe it is
- Experience—customer's bad experience, or the 2nd hand experience of a friend
- Lack of information—may not fully understand the what/why/how of Sonlight

- All objections are opportunities, our friends
  - Correct the perception—explanation and demo
  - Counter previous experiences with testimonials
    - Social proof (others are already benefitting, I'm not the first)
    - and Crowd value (safety in numbers, part of a trend)
  - Educate with relevant information

- Goal is DIFFUSION, not persuasion!
  - Don't ever talk down to prospect or make them feel inferior
  - The objections are valid to the prospect
  - Acknowledge and diffuse the objections
- Create a safe environment for the prospect to say YES
  - Neutralize the objections with relevant info and testimonials
  - Risk removal (Love to Learn guarantee, join the Sonlight family)

- After working through objections, review with additional questions
  - Set up the questions for yes/no answers—customer answering "yes" repeatedly helps convince themselves:
    - Do you see the value in the Sonlight IG, book package and benefits? ...."yes"
    - Do you see how Sonlight saves you prep time?.... "yes"
  - "No" answers indicate additional objections that need to be addressed