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Ronan's Selling Rules

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Chapter One – Developing New Business

- Take responsibility and know your numbers
- Sales pipelines do not lie! They tell you exactly where you are in relation to making your goals
- Contact one new prospect every day!
- If you are not out there you will not get there!
- If you are in a numbers game, make it a quality numbers game

Chapter Two – Listening Skills

- Use your ears twice as much as your mouth
- Listen with intent
- Understand with empathy
- Remember the 'coffee cup test'

Chapter Three – Questioning Skills

- Question with perception
- The prospect is the best source of real, actionable information
- 'HOW?' and 'WHAT?' are powerful questions
- Prepare your three best/most important questions in advance of meetings

Chapter Four – Qualifying Skills

- Early 'NOs' give you more time to succeed
- Know what opportunities to walk away from
- In a 50/50 decision, trust your gut - it's probably right
- Learn! Learn more and know more than your competition
- When you lose, learn and move on!
- When you win, learn and don't forget!

Chapter Five – Influencing Skills

- Manage your credibility
- Set expectations you can beat!
- Motivate your prospects or customers to act by asking them to articulate the impact of either doing something OR not doing something e.g. 'What happens if your sales force are not properly trained?'
- First Impressions COUNT – watch your body language and be appropriately groomed

Chapter Six – Objection Handling Skills

- Objections are buying signals
- Expand your objection handling vocabulary

- Go beyond *Feel, Felt, Found*
- Perfect practice makes perfect and permanent

Chapter Seven – Closing Skills

- ASK for agreement to go to the next stage
- Close with intention
- Expand your closing vocabulary
- Try different closing techniques
- Always be closing both during and at the end of sales meetings

Chapter Eight – Four Winning Sales Habits

- Always have a call plan:
 - What are the three questions that you do not want to be asked on this call? (N.B. do your homework on these)
 - What are your three objectives for this call?
 - What three questions can motivate my prospect to ACT?
 - Systematically review the sales call
 - What worked? What did you learn? What would you change?
- Understand the personal style of the person to whom you are selling and flex your own
- Treat others exactly the way

you would like to be treated yourself

Chapter Nine – Leading the Sales Team

- Hire for the twin abilities of Empathy and Ego drive
- Ask yourself regularly: ‘What is the best use of my time right now?’
- Have a Plan B
- When there is no sales process, there is a problem
- Understand what motivates the individuals on your team

Stand out from the competition – be consistently professional!

Sales Calls

- Be prepared!
- Do your homework
- Set and beat expectations
- Never waste a call
- Never ever lie to a prospect!
- Never promise what you cannot deliver
- Be different from your competitors!
- Every interaction with a customer and prospect is an opportunity to prove that you are the best alternative
- Ask yourself: What do my prospects need to do or say to convince their boss that they should pick your company?

Yourself

- It's not what happens to you in selling that matters, rather your reaction to it
- Develop and hone your selling skills
- Expand your selling arsenal
- Ask yourself every day 'What three actions can I take today to improve my sales performance?'
- Learn something new every day – ask yourself 'What did I learn today?'

Whatever you do in sales, sell to win!