

THE SalesENGINE



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SKILL OF THE MONTH:

Tracking KPIs

Tracking sales performance is essential to the success of any salesperson. Setting monthly or quarterly sales goals is extremely important in order to maintain a selling focus and drive new business.

However, tracking sales goals is not the only way to monitor selling activities. By identifying some **key performance indicators (KPIs)**, any salesperson can calculate how they are performing and better forecast the likelihood of meeting or exceeding their sales goal.

Finding your Formula for Success

It is a common myth that in order to improve what you do, you should focus on what needs improving. In fact, the exact **OPPOSITE** is true. If you focus on what you do well, you will be more successful!

Focusing on what you need to improve incorrectly focuses your energies on the wrong things. This only leads to confusion and frustration. Instead, spend your time on the strengths you bring to your role and making those skills even better. Positivity will get you miles further than negativity.

Finding your "Success Formula" means identifying those things that you do well, naturally, without even trying. The goal is to identify a repeatable process you can follow to do these natural skills over and over again.

In the book *The Happiness Advantage*, author Shawn Achor studied a variety of Harvard University students for 12 years. He proved that those who focus on the positive, what **IS** working, are 31% more likely to be successful than those who focus on the negative, what is **NOT** working. When applied to sales, that number increases to 37%! Can you imagine being 37% more successful just by focusing on the positive vs. the negative? It can be done!



Take a moment to think about what you do well in your sales role such as make a powerful presentation or establish long-term relationships with retailers. Write these down in the space below.

Now, think about your competition and what they do **NOT** do well. Write those down below.

Finally, identify the things that sell beer. For example, displays, distribution, etc. Write these down below.

By adding these three pieces together, you can now identify **your success formula!**

THE FINE PRINT

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Contents of this issue have been drawn from, or inspired by, sales work-with's, years of direct selling to key retailers, national accounts, wholesalers and just about anyone who is interested in buying!

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Making a Professional Sales Presentation

The difference between making the sale and not making the sale can always be traced back to the presentation.

Presenting is the action of sharing well-informed recommendations to help your retailer solve a problem or achieve their vision. In other words, you are going to "tell" them what to do next. This is the essence of a compelling sales presentation.

It's important to remember, the presentation is about the **PERSON, not the product**. You must clearly connect the retailer's needs, wants and motives to the benefits you can provide.

What does **YOUR** sales presentation look like? How long does it typically take you to give your presentation? Do you have a repeatable formula?

Ideally, your presentation should have 4 key parts.

1. Preplan - Know who your audience will be as well as their personality style. Clarify your purpose and clearly understand your goals and objectives. Your presentation may take as little as 10 seconds or may take multiple visits. The key is to have a plan!

2. Ask - Use problem/priority questions to discover your retailer's wants and needs. Record this valuable information and tailor your selling messages to your retailer.

3. Review - Demonstrate you have been listening and recite back to the retailer what they have told you. Confirming your understanding will help avoid assumptions and clarify any misunderstandings.

4. Deliver - A benefit is advantageous to your retailer, not you. Offer 1-2 key benefits and share your knowledge to be viewed as an expert.

During your presentation, it's easy to fall into the trap of "telling," rather than selling. These common mistakes greatly reduce your chances of closing the sale.

- Sharing too much detail (i.e. mental overload)
- Making a one-sided presentation (i.e. a speech)
- Failing to personalize the message
- Forgetting to confirm interest and understanding
- Presenting on "autopilot" and not adjusting to the retailer's responses
- Talking past your closing point or talking your retailer out of the sale.

These common mistakes and pitfalls are easy to avoid if continually **engage** the retailer throughout your presentation.

Smile and make eye contact. This shows you are personable and listening intently to what your retailer is telling you. Ask frequent trial-closing questions to confirm your retailer's interest and understanding in what you are presenting. Show your commitment to helping your retailer reach their goals and achieve their desires. Demonstrate your authenticity and true concern. Be confident and ask for the sale! Remember, sales don't close on their own, it is your job to win the business. If you have offered a professional presentation with recommendations that will solve problems for the retailer, **you have earned the right to ask for the sale.**

Turn Your Dial to What's In It for Me?

Don't be fooled, retailers are in business to make money. In order to be successful you must show them true benefits. Benefits are personal to everyone and no two people see a benefit the same. You must know your retailer's "Benefit Language" and use it.

1. The Money Man

This retailer is concerned with the bottom line and must show where he/she makes money. Therefore you must talk about their return and what they will make.

2. The Shopper

This retailer must see options before making a decision. They want the best deal possible so give it to them and convince them it is the best deal.

3. The User

This retailer wants to get your product first. They need to be involved in the success and promotion of the product from the beginning.

Be consistent when speaking your retailer's benefit language. Remind them of the benefit you are offering to them. Remember to never leave the sale in the retailer's hands, take action.



Selling Features and Benefits



A Buyer's Market

A 'buyer's market' is considered to exist when goods can easily be secured and tend to be priced at the purchaser's estimate of value.

In other words, a state of trade favorable to the buyer, with an over-abundance of supply. So what...

Always remember that you are selling in a buyer's market. It's your job to differentiate yourself from competition. Using a customer-focused approach and selling the benefits and value of your offering is key to your success.

The best salespeople use a highly customer-centered approach. They focus on problem solving and sell the BENEFITS (value) of their products. Then, as needed, the salesperson can always share more detail and explain the specific features.

A feature is a distinctive characteristic of a product that sets it apart from similar items.

The benefit is the customer-oriented strength, with emphasis on the results and improvements the retailer will receive.

For nearly any product or service, the benefits you deliver can be organized into five basic categories:

- Make money
- Save money
- Save time
- Make it easier
- Provide peace of mind

Your main objective is to uncover which of these is most important to your retailer. This will allow you to tailor your selling message to their specific situation. Remember, use the benefits to close the sale and the features to support the sale.

Start with the right beer in the right account

Who are their typical customers? What price points work best?

Uncover the retailer's "nugget"

What does the retailer want to accomplish? Are they having problems and what are they looking to solve?

Explain your brand's feature

These are the characteristics that describe your beer. Flavor, taste, package sizes and new changes.

Use your benefits statement to help the retailer see why they will benefit from your feature. What does the feature of your product do for the retailer's business? How will the feature fulfill their needs or solve problems?

Ask for the order!

While features and benefits are often thought to be similar, if not the same, there are distinct differences when selling beer. The key is to solve your retailer's problems and bring value to their business.

Activity Worksheet - Identify your top 15 beers. List their features and their benefits.

BEER	FEATURE	BENEFIT
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
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