

A person is sitting on a wooden chair, wearing light blue, heavily distressed and ripped jeans. Their feet are wearing clear, high-heeled sandals. Several shopping bags are on the floor next to the chair: a purple one, a white one, and a black one. The background is a wooden wall. The entire image has a blue tint and a white rectangular frame around the text.

YOU ARE PASSING UP TURNOVER

AD VAN BEEK

Hi winner!

How great that you want to improve your connection with customers by buying this step-by-step plan. Awesome, I would love to help you! Do you work in a store, office, hotel, catering industry or with a manufacturer? I wrote this plan for everyone who has contact with customers daily. Your guide that will help you talk more with customers and get them more engaged than before. It will work on 6 out of 10 customers, with a minimum of 3 who will buy something extra. The focus is a higher turnover (shoppers – buyers).



“If a customer receives more value than he pays for, he will buy!”

The essence of my sales course is in this step-by-step plan. It will describe how to get a minimum of 25% more turnover. The better each step is carried out, the better the teamwork between the 5 steps, the higher the results. During step 1, you will already see a positive change in the contact you have with your customers. Because you give way more back. The best part: you don't need to have a degree. The only thing you need to do is make the assignments, with a high turnover success as a result!

I recommend you don't read this step-by-step plan in one go. Read one step every week and make the accompanying assignment. Repeat the assignments from the previous steps every new week. Discover how to get each step to work for you. You will find your own way in this. A unique method that will give you the best results.

While following the 5 steps, you could find yourself and feel a resistance to continue. Congratulations, you found your grow breaking point. Will you continue to grow or will you stop without growing? Make your assignments consciously and consistently, every day! After a short time, you won't even want to return to your old behavior. Every day you will get a little better. Repeat this process weekly for two months to embed what you learned into your brain! More and more customers will buy from you. You will get a richer and happier life, both at work and in private.

Before you start!

Do you know what you have in stock and do you know the features of the products and/or services you're selling? Do you want to let me know what difficult situations you're facing or you faced? What you thought is or was hard? Send me an email, I would love to help you get a turnover success! Have a lot of fun!

Warm regards, Ad



STEP 1: MEETING A CUSTOMER

The warmer your first meeting with a customer, the bigger the goodwill factor! Warm means straight from the heart and not with your head. The first contact moment determines whether or not a customer 'continues looking' or starts talking to you. The way you communicate and respond during that first meeting determines whether or not the customer feels welcome or rejected. The difference between contact or connection, between a conversation and a meeting, between browsing and buying.

Every customer situation is different. Is the customer visiting/addressing you, or are you visiting/addressing the customer? Whatever the situation may be, the customer is always number 1. To be successful in the first customer meeting, your first reaction needs to emit warmth, friendliness and hospitality.

5 tips for a warm, friendly, hospitable and successful customer meeting.

- ✓ Tip 1: Visualize that you're the customer, and treat the customer how you would like to be treated.
- ✓ Tip 2: Make eye contact with your customer. It connects and distracts from potential negative thoughts about, for example, how your customer looks or how they behave.
- ✓ Tip 3: What color eyes does your customer have? It will help with the eye contact.
- ✓ Tip 4: Be curious about your customer's life. It will help you think of statements that are from the heart; sincere, positive, enthusiastic and inviting!
- ✓ Tip 5: The more personal the meeting with your customer, the more natural the conversation.



ASSIGNMENT

Concentrate on the first contact moment with your customer.

1. Make eye contact.
2. Smile.
3. Walk towards your customer and mirror their body language.
4. Hold out your hand and introduce yourself (of course, you don't have to introduce yourself if it's someone you already know).
5. Start the conversation with a statement from the heart! For example: tell them it's nice to meet them, or tell them they are more than welcome at your company, or give them a compliment about something that pops into your mind at the moment. Or maybe a combination of everything.
6. Observe the stance and behavior of your customer and adjust yours accordingly.
7. Ask what you can do for them.
8. Be sincerely nice, and maintain eye contact with your customer. Give yourself a smile.
9. Ask, if possible, a personal and open question (a question that starts with who, what, when, how, where, could you tell me more?) in reply to the answer your customer gives during 8.
Example: 'Great to hear you're going on vacation soon. How long will you be staying there?' or 'Awesome, your daughter's high school party. Tell me more?'
10. Listen, pay attention and remember the received information.
Good luck!



STEP 2: TESTING THE WATERS

The more personal your connection to your customer, the more personal the information you receive will be, the better you can correspond your products and/or services to the wishes of your customer. And more information means a bigger chance to sell extra products and/or services! With your open and friendly behavior, you will invite the customer to have a personal connection and relationship with you.

Do you feel a personal connection and is there time/space to work with your customer on that connection? Ask more personal and open questions (question that starts with who, what, when, how, where, could you tell me more?).

Do you feel little or no personal connection and is there little to no time/space to work with your customer on a personal connection? Ask more product-related questions. This way, you will switch naturally between product-related and personal questions, suited for the customer, time and situation. It could be your customer is feeling out the situation and will only be open to a personal connection at a later stage. Give it time!



“With your open and friendly behavior, you will invite the customer to have a personal connection and relationship with you.”



9 tips to get a personal connection with your customer.

- ✓ Tip 1: Visualize you're a journalist and you want to know everything about your customer.
- ✓ Tip 2: Maintain eye contact and mirror the customer's body language.
- ✓ Tip 3: Adjust the pacing of your speed to match your customer's.
- ✓ Tip 4: Control the direction of the conversation by asking open questions.
- ✓ Tip 5: Listen and ask supplementary questions!
- ✓ Tip 6: Avoid open questions with a choice, like 'Do you want black or brown shoes?' You're closing the question off and limiting the customer's choices. Maybe your customer wants both colors!
- ✓ Tip 7: Offer your customer something to drink! It will make the meeting with your customer more personal and confidential, which means you will receive more personal information.
- ✓ Tip 8: Talk about yourself as little as possible.
- ✓ Tip 9: Gather as much personal and product-related information. The more information you gather, the more successful your demonstration will be (step 3 from this step-by-step plan).



ASSIGNMENT

Concentrate on wanting to receive as much information as possible.

1. Ask open questions (question that starts with who, what, when, how, where, could you tell me more?) to get to know your customer's wishes.
2. Let the customer know you are listening and personally interested by giving short affirmative answers in which you refer to the information the customer has just told you, or during the meeting from step 1.
Example: 'Okay, so you're looking for shoes for your walking vacation abroad. Great!'
3. If the situation occurs, change a business conversation to a more personal one (if the customer is willing) by asking a personal and open question.
Example: 'To which country are you going on your walking vacation?'
4. Discover your customer's subconscious wishes by giving them sincere compliments and asking them open questions in response to what they are telling you and what you think relates to extra products or services.
5. Notice when your customer is resisting your questions. Then it's time to switch to step 3, the demonstration of your products and/or services.

*"Discover your customer's
subconscious wishes"*



STEP 3: DEMONSTRATION

The better your customer's wishes and desires correspond with the features of your to be presented products and/or services, the higher the appreciation and desire to buy. The customer determines how high the value is by looking at the advantages and benefits they will get to enjoy by buying. A demonstration is the moment to connect the information you received from your customer in the previous steps (1 and 2) to the features of your products and/or services. You won't just raise the value of your product and/or service, but you're also confirming that you're helping the customer by thinking along. Meaning, your customer doesn't think of you as a seller trying to sell, but as another human being (a friend) who has their best interests at heart. Therefore, the customer wants you to have that sale or order!

6 tips for a successful product or service demonstration that will make your customer say YES.

- ✓ Tip 1: Know your stock and the features of your products and/or services!
- ✓ Tip 2: In your mind, using the information the customer gave you, select the most 'fitting' products you have in stock.
- ✓ Tip 3: Before you start your demonstration, give your customer the product. The customer will feel like they already sort of own the product.
- ✓ Tip 4: Before you start the demonstration, connect in your mind one feature of your product or service to one advantage and benefit for your customer.
- ✓ Tip 5: Don't demonstrate a product or service unless you have enough information from your customer to connect 3 product features to 3 advantages and 3 benefits that you know your customer will say YES to.
- ✓ Tip 6: Demonstrate maximum 3x one feature, one fitting advantage and one fitting benefit.

Example of how the demonstration is put into practice.

Received information: customer is going on a walking vacation with his wife in Austria and is looking for a pair of high and sturdy walking shoes. He has weak ankles and is prone to blisters. They are staying in a luxe wellness hotel.

Demonstration (FAB method)

F 'One of this shoes **Features** is the leather interlining.'

A 'The **Advantage** of the leather interlining is that it absorbs moisture.'

B 'It is super **Beneficial** that it absorbs moisture, because it will prevent blisters! How nice is that?'

Bonus tip!

Don't get an affirmative answer?
Ask a rhetorical question.

Example: 'do you also think it's important to prevent blisters on your walking vacation?'





ASSIGNMENT

During the demonstration, concentrate on product features in relation to advantages and benefits you know your customer will say YES to!

1. Hand over the product to your customer (if possible).
2. Point to one feature you would like to demonstrate (if possible).
3. Stay connected (eye contact, mirroring body language, friendly face, adjust the speed/volume of your speech) and look alternately at the product and the customer.
4. Name one advantage and one benefit of the feature you highlight by pointing.
5. Your customer doesn't like it? Ask a rhetoric question for affirmation.
Example: 'do you also think it's important to prevent blisters on your walking vacation?'
6. Is the answer NO, then you didn't listen good enough. Go back to step 2 'testing the waters' and ask new product-related open questions to get to know the customer's wishes/desires. Then, ask for permission to show them another product or service.
7. If your customer happily says YES during point 4 and/or 5, repeat point 4 and/or 5 twice, alternated by informal and fun talk about the (personal) information the customer shared with you.
8. After 3 positive demonstrations, alternated by a casual talk, you can assume the customer wants to try out/on your product. Offer this to your customer (if possible).
9. If the product or service can't be tried out/on and you notice a desire to buy, offer your customer something to drink (again)! It's the perfect moment to further build the personal relationship between you and your customer so they will want you to have that order or sale.



STEP 4: ADDITIONAL SALES

The function of the extra product is to make the added value so much higher that your customer will say: 'Put it in a bag, fix it, arrange it, I'll take them!' On the condition that the extra product's function lengthens the main product's age and increases the usage enjoyment of the main product/service.

Examples:

Shoes- leather cream (keeps them supple)
paintbrushes – turpentine (prevents rough, hard brushes)
hairdressers – wax (keeps your hair in style longer)
mobile phone – insurance (prevents financial risk)

Timing is crucial. The best moment to introduce extra products is when your customer is trying out/on the demonstrated product, or during or after the coffee.

An advantage of additional sales **(features)** is that you won't just sell one product, but two! And that will increase your turnover**(beneficial)**!

Do you also think it's important to increase your turnover?

An advantage of additional sales **(features)** is that your customer's desire to buy will be so high, they will decide to buy **(beneficial)**.

Do you also think it's important that your browsing customers become buying customers so your turnover will increase?

An advantage of additional sales **(features)** is that your customer will be happy with the complete advice and gladly return **(beneficial)**.

Do you also think it's nice if your customer returns?

Do you see how I convinced you to start selling extra products? I 'sold' this to you by demonstrating upselling, as you learned in step 3 of this step-by-step plan.



2 tips for a successful demonstration of an extra product that will make your customer say YES.

- ✓ Tip 1: Stay connected with your customer: eye contact, mirror their body language, smile, adjust the speed/volume of your speech, look alternately at the main product, extra product and the customer.
- ✓ Tip 2: Introduce the extra product if you are sure the customer has enough desire to buy the demonstrated product and enough trust in you as a person. If you introduce the extra product while your customer doesn't have enough desire to buy, there's a big chance they will leave because they think you're not giving them sincere advice and are just trying to sell.

Example of how an extra product is sold in practice.

Received information: customer is going on a walking vacation with his wife in Austria and is looking for a pair of high and sturdy walking shoes. He has weak ankles and is prone to blisters. They are staying in a luxe wellness hotel.

Demonstration (FAB method)

"I would love to show you these socks' (hand them over)

'Look, one of the Features of these socks is that they are fabricated seamlessly.'

'It's one of their Advantages: they won't cause any pressure points...'
'... which causes blisters. How Beneficial is that during your walking vacation in Austria?'

Don't get an affirmative answer? Ask a rhetorical question.

Example: 'do you also think it's important to prevent blisters on your walking vacation?'



ASSIGNMENT

1. Think about which extra product fits the best with the product or service your customer is thinking about buying.
2. Think about one feature of the extra product that is advantageous and beneficial for your customer, in relation to ease of use and useful life.
3. Demonstrate your extra product according to the FAB method from step 3.

“Will you let me know how much extra turnover you’ve realized so far?”





STEP 5: SEAL THE DEAL

Of the hundreds of sales conversations, about 20% of the customers say 'Put it in a bag, fix it, arrange it, I'll take them.' 60% of the sellers don't take any initiative to close the deal during sales conversations, resulting in the customer browsing some more. Even though the sales steps were well executed. In 20% of all the sales conversations, the seller uses closing techniques.

So you have 60% more chance for a positive buy-decision when you try to close the sales by using a closing method. Be sure that your customer doesn't have any hidden comments and sufficient willingness to buy.

3 tips for a successful closure of your sales conversation.

- ✓ Tip 1: If you sense the customer is uncertain about buying and you ignore this in favor of using your finalizing technique instead of using a test closing method, there's a big chance your customer won't like that at all. They will probably leave and never return!
- ✓ Tip 2: The more (test) closing methods you make your own, the more successful the end result.
- ✓ Tip 3: Use your most trusted (test) closing method. It will work the best for you!



Test closing methods

Distracted closure

Introduce an extra product or service to distract the customer. This way, you're 'forcing' the customer to think about spending more.

The result could be:

- Customer is interested in the extra product or service.
- Customer makes a positive decision about the current product or service, using the words... 'No, thank you. I'll just get this.'

Conditions:

- Has to be focused on another purpose of use other than what you talked to your customer about.
- Has to correspond to the product-related and personal information you received from your customer.
- Introduction has to come from the heart.

Affirmative closure

Most customers like knowing they're not the first to buy a certain product or service. In this case, it's best to compare this customer's situation to another customer's similar situation. It often gives the customer more certainty about their own decisions.

Summarizing closure

If a lot of time has passed after step 3 'demonstration', list all the sales arguments again. It could rekindle your customer's enthusiasm.

Question closure

A lot of customers are too uncertain to take initiative and buy the product/service. A lot of customers will wait for someone else to take initiative for them. In this situation, you ask: 'And, would you like this (service/product)?'



Closing techniques

The one-or-the-other

This technique is for customers who have already decided to buy but haven't said it clearly yet. In this situation, you ask: 'Would you like me to wrap it up for you, or is this fine?' 'Do you want to pay with card, cash or on account?' 'Do you want to keep the packaging or shall I throw it away?' These kinds of questions can only lead to a positive decision.

The register

If you didn't sense any resistance during the sales conversation and you establish a high desire to buy, walk with the customer and products to the register or write the order.

The small push

This technique consists of an extra use of the FAB method from step 3 'demonstration'. You say: 'Oh, right, there's one thing I forgot to tell you...' This technique will give the customer that final, small push.

The mirror

It's important to know your stock and assortment if you are going to use this closing technique. You will use the knowledge when a customer asks, for example, 'Do you have this product in another color?' Most of the time, a seller will say yes or no. To close the sale in this situation, you ask: 'Do you also want to buy them in another color?'

ASSIGNMENT

1. Apply one of the test closing techniques if you notice the customer is uncertain about buying.
2. Discover potential hidden objections and take these away by using the FAB method from step 3.
3. Use a closing technique if you notice the customer wants to buy, but hasn't taken initiative (yet).



ONE MORE THING...

The art of selling is providing a service. The provided service will be experienced as excellent when it's better than your customer expected. Pay a lot of attention to warmth, kindness, connection and hospitality. You will exceed expectations and positively surprise the customer. This practical mini sales course will help you along.

The sales process in this mini sales course is based on the ideal situation. You'll meet your customer, test the waters, demonstrate, let your customer try out/on your product/service, apply a test closing technique and/or closing technique, introduce an extra product and seal the deal. You know better than anyone else that this isn't always the case. There are a lot of situations where the sales process doesn't go according to the step-by-step plan. The customer isn't programmed to behave a certain way. By using the 5 steps of this mini sales course in the right situation, you will gain control over the sales process. Which means you will control all types of situations. It will make your trade even more fun. You'll get a lot of fun and spontaneous reactions from your customers!

Congratulations! You've successfully completed this mini sales course. If all went well, you found out how to make each step work best for you. You've grown and you've gone through your breaking point. Awesome! You've developed your own unique method that gives you the best results. I'm very curious about your experiences.

Signed with a smile and a high five,

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