

Value Based Selling

Action Steps to Get Started

PRESENT VALUE

Present for your client to buy not for you to sell. If you present correctly, they will ask: How do I get this? As opposed to you saying: Do you want this?

UNDERSTAND THE PHILOSOPHIES OF SELLING

1. **WIIFM:** What's In It For Me.
 - a. Learn how to show what's in it for your prospect.
2. **4 Seeds of Selling:**
 - a. Less is Best
 - b. Create Interaction
 - c. Laughter Leads to Listening
 - d. Selling is Not Telling, Selling is Asking
 - i. Incorporate this in your approach and conversation.
3. **Three Step Sales Process:**
 - a. Ask a (Closing Agreeing) Question
 - b. Transitional Phrase
 - c. State the Benefit
4. **Be a Consultative Sales Associate:**
 - a. Sell based on clients' needs – not your commission.

BE A STUDENT OF THE PRODUCT

1. Read and familiarize yourself with your tools and materials.
2. Understand how each benefit can be of value.
3. Understand which product will fit the client's needs based on eligibility and needs. Be ready to explain if necessary.
4. Learn how to present in conversation

CARE FOR THE CLIENT