

Chiro QuickCharts Sales Training

“Stop Spinning Your Wheels: How to Prospect, Qualify, and Close”

Be more aware of – How do we spin our wheels as salespeople?

Spend time not selling/prospecting

- “Researching online” - - “Playing”
 - Working around the house (laundry, mowing, dishes, etc)
 - BS-ing too long w/prospects
 - the clock is ticking after 8AM
 - O.K. to spend a min. or two BSing w/them, then get to the point
- Example: “Hey, Sally. You guys freezing over there or what? I’m so cold I’m wearing fingerless gloves today. Anyway, I need to talk with Dr. _____
We deal w/non-sales issues: training, support, etc
- Sell and move on. We will take the other issues.....

We do not have productive meetings. – Long lunches, chamber meetings, etc. Take too much time.

When you are starting out do this less often like every other week or monthly (not every day/week/etc).

We work on marketing, biz cards, websites, etc.

- Tell us what you need designed – don’t spend valuable sales time.

We think this is a 9 – 5 job.

- Nope – work just a few extra minutes each day. Start @ 7:45 – short lunch and go to 5:15 – Many deals for me come after 5 PM.
- Doctors almost always work late & weekends and they respect others that do the same

We think leaving a message counts as follow up – Nope!

- Generally doctors don’t even get the message. Unless they tell staff, “Alex is calling and I want to speak to him” they never get the message.
- Keep them on follow up list until you make contact. So what if you annoy staff

We watch that extra hour of T.V. before bed.

- Cut that down, I did! I review my plans for tomorrow before bed. It’s amazing what just a few minutes can do when preparing.

We don’t like cold calling....It’s painful so I won’t do it!

- When you just start cold calling, it can be painful. Don’t read a script, but learn your message and work/speak from your heart.
- Trust when we say it gets easier. With experience you will get to a point to where cold calls are easy – and very successful for you!
- You must force yourself to get your new contacts called each day. 25 or 40 calls each day. Without them you will have a long and tiring few years of slow – medium sales. Make your calls and you get better and better sales!

My follow up could us some work

Without good follow up most of your sales will be lost!

Why do sales if you let money roll off the table by missing the basic step of follow through. It is not difficult, just requires being organized?

- Make follow up appts/ calls
- Do them!
- Keep doing them
- If your follow-up is weak, let's talk about how you can improve.

Prospect

- Call 25 new contacts per day – right away during day

During Call

- which billing system?
- Paper notes?
- Do they have NEED?

Qualify

- Set up meeting or demo w/doctor
- Ask for email/fax#

- Demo 1 – 2 hrs/day (once up to speed)
- Follow up w/older contact 1 – 2 hrs of day (sales software helps)
- Email 25 new contacts – 2nd hour of day.

Qualify: Make sure they have:

- 1.) Quickly discuss primary benefits
- 2.) Timeline: short for buying = 1- 3 months – once they find “right system”. If they say 1+ years, ask if now is right time to demo
- 3.) Budget: “What do you think something like this might cost?” Make sure they are in ballpark. If they say \$299 then probably a long shot for buying.
- 4.) Desire: They want a better way. (Who doesn't?) Almost all doctors want a better way. If they say “no” they might be worried about.....making wrong choice, change, cost, etc.

CLOSING

Without Great Discovery & Connecting with the doctor, sales close will not come!

Engage customer during demo:

- Start w/lots of questions about how they do things today
- Listen and take notes when I do your first few demos
- Work to ask questions and get clues of what may help you close

Closing questions after Demo

- 1.) Is there anything you do today that I didn't just show you in QCs?

This is a way to get objections out on the table. If they bring up something – solve it easily. Then ask same question again.

2.) Since you said timeline was ASAP, should we get moving forward?
I can get this shipped today.....?

Set a solid date/time for getting a decision....”Hey doctor, I know you’re busy, so to save us both time, when could I get your decision on moving forward?
Stay on top of ALL people you demo!

General Sales Tips to Try to Live By

Stay Positive!

- Business is always good when people ask about it
- Avoid News/Papers = Negativity
- Avoid negative people
- Spin the positive on as much as possible. “Ya, I lost my job, but I was miserable and now have a chance to start over. Our best days are ahead of us!”

Learn!

- Never too old to improve our game. Is it a bad thing to improve our game?
- Many pros offer free columns or email newsletters – Sign up and SET ASIDE 30 min/day for positive learning time (While eating lunch is a great time.) Ex. Jeff Gitomer, Zig Ziglar
- Go to ½ price book store or library and read everything they have
- Find new releases. Ask library to buy them – they will and then call you when it’s in – just try it!
- Learn from customers!! They know exactly what they need and you can learn so much by really listening (See prospect qualifying section). Many times they tell you what you need to know. “I really want something easy. Someone I can call.” Remember and use it later...(OK, so since we just covered the system and saw how easy it was to use... I want to talk about our service..”)
- Take notes when prospects talk
- Give prospects paper forms

Keep Notepad Close by!

- You are no longer just a sales rep. You have your own business. Keep notes handy. When laying in bed you will remember something you want to do next day. If you don’t write it downit’s gone.....

Use Tools! Why run in circles?

- 1.) Unless you are Donald Trump and have sales assistants, your sales assistant is your PC.

- 2.) Software such as Act/Goldmine is as little as \$100/200 – Saves time in long run. Give automated processes as sample. Also, helps manage hot lists, etc. So much better than paper.
- 3.) USE your tools: brochures, email reply, sales quotes, etc, etc.

Manage Leads!

- Keep “hot list” Contacts or demos that went well. Keep a list of all hot prospects on a rotating paper. Keep a status and follow-up date next to their name
-review this every 2 – 3 days & update list
- Keep “old demo list” People that didn’t buy – they may buy later. Keep them on a once per month follow up.
**This is also where the software greatly helps manage leads

To Do List!

- Keep a ToDo list and review daily. To effectively run your own small biz – you must be able to get things done. Keep a revolving ToDo list - work to get these things done. May require an occasional evening or weekend -- it’s ok -- Your boss will appreciate it!

Take Time Off!

- Working Efficiently is better than working all the time.
- If you stay focused and follow your game plan, then 8 – 5 can be ok.
- Get exercise & enjoy time from your desk.
- Enjoy working for yourself – You have a good group behind you!