

ASK FOR THE ORDER

PARTICIPANT'S WORKBOOK

The tools your sales force needs to become successful closers!



ASK FOR THE **ORDER**

Participant's Workbook

Preview Only



714 Industrial Drive, Bensenville, IL 60106
800-622-3610
www.learncom.com

Table of Contents

Table Of Contents	3
Welcome!	5
AFTO Learning Objectives	5
PowerPoint Slides	6
Role Play	8
Ask For The Order	15
5 Ways to Ask for the Order	17
It's Up To You	18
Match the Questions	19

Preview Only

The AFTO™ Program

Welcome!

Welcome to the AFTO Program.

Art Bauer Presents



The AFTO Program

The AFTO Program is a back to basics (practice, practice, practice) review of selling fundamentals. Whether your work is inside or outside selling or persuading your internal customers, this program is designed to improve your skills.

Modern selling frequently occurs in a highly competitive, look-alike product, long sales cycle environment, often with sophisticated customers expecting more and more from salespeople. The pressure is on for salespeople to work smart through every step of the sales process.

Although the AFTO Program focuses on bringing a sale to a conclusion, the methods described can be used at every customer contact to move the sale along. It pays to be dedicated to helping your customer, self-disciplined to follow proven procedures, and determined to succeed. Success depends on asking the right questions at the right time.

The purpose of the AFTO Program is to help you review and master the basics. For it is the basics that the masters practice every day.

AFTO Learning Objectives

During this session, you will learn that:

AFTO Learning Objective
Customers Want AFTO
Fear Inhibits AFTO
Tough Mindedness Stops Fear
The 3Ds Work
Questions Close Sales
Direct Questions Discover
Indirect Questions Guide
Timing Requires Reading - Your Customer

Once you review the fundamentals, be prepared to proudly wear your AFTO Badges, carry your AFTO Reminder Cards and display your Certificate of Completion. AFTO will bring you success!

PowerPoint Slides

<p>1. Ask For The Order By Art Bauer</p>	<p>2. AFTO is ... Ask For The Order!</p>
<p>3. Learning Objectives</p> <p>Customers Want AFTO Fear Inhibits AFTO Tough Mindedness Stops Fear The 3Ds Work Questions Close Sales Direct Questions Discover Indirect Questions Guide Timing Requires Reading</p>	<p>4. Opportunity</p> <p>Customers Will Not AFTO Customers Expect You to AFTO</p> <p>AFTO Improves Selling Results</p>
<p>5. Problem - Fear</p> <p>Some Salespeople Don't AFTO Fear Holds Them Back Fear is a State of Mind That State Can be Changed</p>	<p>6. Solution</p> <p>Tough Mindedness</p> <p>Can Overcome Is Not Overbearing or Mean Is a 3-Dimensional Approach</p>
<p>7. Tough Mindedness</p> <p>The 3-Dimensional Approach to Selling Dedication Discipline Determination</p>	<p>8. Dedication</p> <p>Committing to Your Job Believing in Your Product or Service Adopting an Attitude of Serving Others Believing That You're Helping</p>
<p>9. Discipline (Self)</p> <p>Training Yourself to Deliver Quality Using Proven Sales Principles Doing your Homework Using Time Effectively</p>	<p>10. Determination</p> <p>Resolving to Ask for All Orders Understanding Prospects' Doubts Staying With Your Sales Accepting "No" - for Now</p>
<p>11. Ask for The Order</p> <p>Asking is Questioning A Question Requires an Answer An Answer requires Deciding Deciding is Committing to Action</p>	<p>12. Questioning</p> <p>Direct Questions Indirect Questions</p>
<p>13. Direct Questions</p> <p>Confirming - Sales Process is Concluded Readiness for Agreement</p>	<p>14. Indirect Questions</p> <p>Take It for Granted Either / Or Step by Step Positive / Negative</p>

PowerPoint Slides

15. Take It for Granted Assuming the Customer Will Buy Relieving the Customer's Burden Exhibiting Optimism	16. Either / Or Offering Alternatives Confirming Choices
17. Step by Step Review Each Feature Confirm Each Choice All Choices Confirmed	18. Positive / Negative Using a Negative Point Making a Positive Point
19. Timing The Wrong Time The Right Time	20. Timing Asking for the Order and Waiting for the Answer
21. Practice Thinking Tough Mindedness Asking Questions	

Role Play

Role-play is the opportunity to apply new learning. Experienced salespeople enjoy practicing their new skills with the time-tested role-playing method. It gives them a quick and easy way to confirm that they are using the new skills properly. It also reinforces their use of new methods.

The following role-play scenarios are designed to get you started in your Ask For The Order role-playing. Your instructor may ask you to substitute your company's own products or services for those presented here.

It is wise to approach role-playing with enthusiasm and a sense of fun. Your attitude will help you succeed. Discover that regular role-play hones your skills and increases your selling results.

Preview Only

Role Play 1 Prospect

Prospect: Melissa Ming

Product: Advanced Security System

You are the CEO of a diamond distributor. Your security system is old and you are concerned about it.

You don't like to make decisions. You have a feeling that putting off the purchase of anything, even something you need, is safer than placing an immediate order. One of your problems is that you're never quite sure of what you want.

You don't object to a salesperson making decisions for you, actually, you welcome it, if the suggestions sound reasonable. Like many procrastinators, you're somewhat disorganized. You try to appear decisive. However, you're offended if anyone suggests that you can't make up your mind.

Preview Only

Role Play 1 Salesperson

Salesperson: LeRoy Jackson

Product: Advanced Security System

Method: Step by Step

This is your third sales call on Melissa. You directly asked for orders on the first two calls, without results. Melissa hasn't turned you down but did say, "I'll think about it" and "I haven't made up my mind yet. I need a little more time."

You've decided to use the step-by-step method to ask for the order. You will make suggestions and get agreement on minor points, leading up to the close.

Your security system has a central control panel, remote controlled cameras, a face recognition system that can identify known thieves, double security doors that people have to ring through - which can capture robbers, an automatic alarm system that will alert the police and company executives, and other features.

Role Play 2 Prospect

Prospect: Kim Hernandez

Product: Backup Power Systems

You are your company's vice president of infrastructure. You recognize that your company is not adequately protected should the public power system fail.

You are highly opinionated in your likes and dislikes, and probably have sound reasons for disliking certain business procedures. You indicate to the salesperson that, in the past, extra or hidden costs have cost you a great deal of money.

Service on whatever you buy is extremely important to you. If the efficiency of what you're buying depends on costly service charges, which you have no way of anticipating, you don't want to buy.

Preview Only

Role Play 2 Salesperson

Salesperson: Leslie Garand

Product: Backup Power Systems

Method: Take It for Granted

You represent a major manufacturer of power generators. You call on companies, such as Kim's, that need backup power generators for multiple building and corporate campuses.

Kim Hernandez has made it clear to you that excessive extras or service charges are offensive, regardless of Kim's initial purchase price.

You decide to use the take it for granted approach. This means that you will have to be prepared to give a firm quote for installation and maintenance over a period of time. There cannot be any "surprises" for Kim.

Role Play 3 Prospect

Prospect: Ichiro Hogo

Product: Aircraft Navigation System

You are Hogo, an executive with an aircraft manufacturer. You and others in your company have read about the new aircraft system developed by Pat Allen's company.

People in your company are very interested in using the new system in your next line of planes. You're reluctant to express a lot of enthusiasm because you want to negotiate for a low price.

Pat has just finished showing you the features and benefits of the new system. You understand everything he said. You also know a benefit that Pat doesn't - your company can make a lot of money with this new system in your next line of planes.

But you want to keep the purchase price low. You are hoping to keep the price under \$15,000. Yet you also want to get started on this project as soon as possible.

Role Play 3 Salesperson

Salesperson: Pat Allan

Product: Aircraft Navigation System

Method: Either/Or

You are Pat Allan. Your flight navigation system produces a cockpit image that shows pilots their planes in relationship to everything around it, including other planes, the ground, towers, and wires.

This is your first sales call on a qualified buyer, Ichiro Hogo. Hogo is an executive with an aircraft manufacturer. Your sales call objectives are to establish a tentative understanding on price and get permission for your engineers to meet with Hogo's engineers to work out details.

You have finished showing your buyer the features and benefits of your system. You are so sure of the value of your product that you expect to sell at a premium price. Your price can be between \$12,000 and \$20,000 for the complete package of peripherals, guaranteed delivery dates, good credit terms, and other options.

You plan to use either/or questions and you are prepared to offer Hogo a choice of: peripherals; delivery dates; payment methods, or options.

Art Bauer Basics

Ask For The Order

1 FEAR

Fear Dread Panic Trepidation Apprehension Alarm Fright Anxiety Worry

Fear is the main reason salespeople do not ask for the order.

Fear is a natural emotion that occurs when you've invested your time in a prospect, you've put a lot on the line, and you let your mind envision the prospect getting angry, shouting "No," or rejecting you personally, not to mention spurning your product or service and telling your manager that he or she will never do business here again.

You can manage fear. You can keep your mind from thinking about dark consequences.

There are two proven methods to put fear afar: tough-mindedness and practice.

Fight fear with **tough-mindedness**: **Dedicate** yourself to doing the right thing so you will have confidence in your sales presentations; **Discipline** yourself to always think positive and envision the steps and actions to a completed sale and a happy customer; and be **Determined** that this is the right solution and you are the right salesperson, and that you are going to win this opportunity to serve this customer.

2 ASK

Ask For The Order. It's your order. If you don't ask for it, someone else will.

When you ask, your prospect has to answer. To answer, your prospect has to make a decision. Making a decision leads to action.

You can launch the process from answer to action by simply asking for the order and waiting for an answer.

3 HOW

Learn how to ask for the order. It's a skill that you can (and must) learn.

There are 5 basic approaches. You can learn them.

1. Direct approach
2. Indirect approach - Take it for Granted
3. Indirect approach - Either/Or
4. Indirect approach - Step-By-Step
5. Indirect approach - Positive/Negative

The questions are also easy to learn and practice.

1. Direct approach
"That suit is just right for you and the event. Shall I mark it for tailoring?"
2. Indirect approach - Take It for Granted

Art Bauer Basics

"That suit is just right for you and the event. We can have it tailored by Monday."

3. Indirect approach - Either/Or

"That suit is just right for you and the event. Would you want it tailored by Monday or

"That suit is just right for you and the event. Now let's look at a tie. This blue tie goes well with your suit, do you agree?"

5. Indirect approach - Positive/Negative

"That suit is just right for you and the event. You may not like the attention you will attract."

4 WHEN

To know when to ask for the order is to know how to listen and observe.

Listen carefully to your prospect's comments and statements. Watch your prospect's response to qualities of your product or service.

When your prospect is agreeing, ask. When your prospect is complimenting your product, ask. When your prospect is talking about a benefit of your service, ask. When your prospect is positively nodding, ask. When you have summed up your presentation, ask.

Then wait. And wait. And wait some more.

5 PRACTICE

Your mind has a wonderful self-enhancing feedback system. When you do something that earns you a valuable reward, you will do it even better the next time. You can put this system to work for you. For a month, apply your dedication, discipline, and determination and use one of the approaches to ask for every order. Every day. Every time you're listening and observing alerts you, use the approach. Next month, use the next approach.

In only five months, asking will be second nature to you. You will be enjoying the benefits of successful selling. And one day, you'll ask yourself, what ever happened to fear?

Art Bauer's

5 Ways to Ask for the Order

1. The Direct Approach: The most common approach to asking for the order is a straightforward, uncomplicated request for the sale. It is businesslike and forthright, showing the salesperson's confidence that the sales presentation entitles him or her to the order. It need not be "high pressure" in any way. Most customers respect and expect any good salesperson to ask for the order and regard the request as the logical next step in a good sales presentation.

2. The "Take-it-for-Granted" Method: This approach, too, mirrors the salesperson's confidence. It takes such forms as "Since we're in agreement on everything, when do you want delivery?" or "Since you have no more questions, we might as well write up this order. Will you sign here, please?" It assumes from what has transpired that a sale has been made, and starts to work out such details as quantity, style, and delivery date.

3. The "Either/Or" Approach: "As I've shown you, this item comes in red or black. The two colors are equally popular. Which color would you like to order?" This method gives the customer a positive choice between two alternatives - a choice of style, delivery date, quantity, price range, and etc. When the customer answers the question, he or she has made the commitment to order. Either choice should be attractive to the customer. If only one choice is attractive, the customer can feel manipulated.

4. The "Step-By-Step" Method: This approach gets to the order by asking a series of subjective questions that are easy for the customer to answer. This is an effective method for a prospective buyer who finds it difficult to make major decisions.

A. "This corner looks like a good location for the product. Do you agree?"

B. "And in this location, I think the intermediate size would be best. Would that be your choice?"

C. "Since it's a rather dark corner, I'd favor the white finish. Would you?"

D. "Installation will take two full days. We should schedule the shipment to arrive here on a Friday so that the installation can be made over the weekend. This will avoid a disruption of your business. Would you agree?"

Close. "Should we schedule delivery for next Friday?"

5. The "Positive Negative" Approach: This approach makes positive use of a negative point, which the salesperson knows, doesn't apply.

In stating the negative point, the salesperson is certain the prospect will refute it and, in so doing, suggests the positive point, which then becomes the basis for the close.

For example, the truck salesperson knows that this prospect needs over-the-road equipment and 'confesses' that, "this truck is expensive to operate in city traffic."

The prospect says, "I understand that. But I'm not concerned about using it in the city. I like the fact that it has the power and efficiency that I need out on the road."

"In that case," the salesperson says, "let's get it on order for you."

It's Up To You

You can work very hard and for a very long time to:

Know your product or service	Be dressed for your success	Present yourself well	Build your relationship skills
Learn your prospect's real needs	Custom fit a solution that works	Add power to your presentation	Persuade your prospect it's the right solution

Then

The next step is up to you. Do you throw all your hard work away? Do you wonder why you don't get an order? Or do you practice the art of helping people act?

When you talk, tell, and present, your prospect is simply an observer.

When you speak, you are on the stage; your prospect is sitting in the theater.

Your words and gestures can move the emotions of your audience of one.

But when the show's over, most audiences applaud and leave.

That's not what you want. Is it?

When you ask a question, the tables are turned. The prospect is now on the stage. And what is expected, when one is on a stage? One is expected to ACT.

When you are on the stage, deliver your finest lines. But do not wait for applause: Ask your prospect a question.

Now your prospect is on the stage. You - the audience - is anticipating. Action is required. Your prospect must think. You have practiced the art of helping him or her act. Your prospect must think and decide how to act, to choose the action to take. You wait quietly in the theater.

If you do not ask or if you do not wait quietly, you can throw away all of your hard work. Your own mental processes can help you or cost you your sale. It's time for you to remember and implement your 3Ds!

Think Tough Minded

You were dedicated enough to your career, your sales position, and your product or service to do the hard work. Your dedication drove you to select the right solution for this prospect. You are dedicated to serving this prospect well. You deserve to be told by your prospect what he or she is thinking!

You are going to be self-disciplined: You have done all the work necessary to get to this point - you are not going to be scared. You are not going to start talking again. You are going to wait for an answer.

You can be determined. You performed all of your hard work so you can get orders. You can get this order. You are determined to ask for it, to wait for an answer, to not settle for a quick "no," and to assume hesitation only means the prospect is thinking. You are determined to get this order that you earned.

Practice your 3Ds and the orders will be yours.

Match the Questions

The objective is to match the following questions with the method or category discussed.

Question	Category
Do you want me to write that up for you?	
When would you want this installed?	
Shall we get together with your technical people, say Friday at 10:00?	
Which of these two samples best matches your floor?	
If I guarantee that I can make delivery by Wednesday, can we call it a deal?	
Since we've agreed on the features, I can have it delivered by Friday.	
Would you prefer lease or purchase?	
Who will you want training on using this equipment?	
I'm glad you like the color, now what size engine do you prefer?	
This SUV protects your family, but are you sure you want to spend more for gasoline?	
This one is ready to go, how about putting it to work for you?	
Since your spouse likes red, and you like this fabric, what about this style?	
I've already written this up. All you have to do is sign.	