



Wear Your Selling Hat With Confidence!

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- It is and shall remain the policy of the Spray Polyurethane Foam Alliance (“SPFA”), and it is the continuing responsibility of every SPFA member company, SPFA meeting or event participant, as well as SPFA staff and leadership to comply in all respects with federal and state antitrust laws. No activity or discussion at any SPFA meeting or other function may be engaged in for the purpose of bringing about any understanding or agreement among members to (1) raise, lower or stabilize prices; (2) regulate production; (3) allocate markets; (4) encourage boycotts; (5) foster unfair or deceptive trade practices; (6) assist in monopolization; or (7) in any way violate or give the appearance of violating federal or state antitrust laws.
- Any concerns or questions regarding the meaning or applicability of this policy, as well as any concerns regarding activities or discussions at SPFA meetings should be promptly brought to the attention of SPFA’s Executive Director and/or its legal counsel.



Wear Your Selling Hat With Confidence

I understand that you wear
a lot of hats...

- ◆ Production
- ◆ Finance
- ◆ HR
- ◆ Family



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I want you to understand that the selling hat is very important too!

Fair enough?



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I understand that you face many challenges...

- ◆ Making the time
- ◆ Identifying prospects
- ◆ Dealing with objections
- ◆ Closing the sale



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I want you to understand that
salespeople are made, not born...

You can do this!

You can be good at this!



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The Key To Time Management...

...is to prioritize and keep
your eyes on the prize



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The Key To Organization...

...is to put everything
in its proper place



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The Key To TM/O Success...

...is to let ***nothing***
(important) fall through
the cracks!



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New Rules...

- ◆ There is time if you make time
- ◆ Some things are more important than others
- ◆ You get paid by the hour
- ◆ Plan your work, work your plan
- ◆ Keep your eyes on the prize



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5 Proven Ways To Improve T/MO

1. Connect every task to a person



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5 Proven Ways To Improve T/MO

2. Plan your day around
blocks and hats



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5 Proven Ways To Improve T/MO

3. Straighten out the pretzel



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5 Proven Ways To Improve T/MO

4. Prioritize people, not tasks or hats

If you have 20 things on your plate and there's only enough time to do 10 of them, you have to prioritize aggressively. If you have 50 things on that same plate, you have to prioritize *violently*!



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5 Proven Ways To Improve T/MO

5. Be good to your “tomorrow man”
(or woman)



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There are four kinds of people on the buying side of your sales equation...

- ◆ Suspects
- ◆ Prospects
- ◆ Customers
- ◆ Maximized Customers



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They are **suspects** when you think they might be prospects

They are **prospects** only when you know for sure that they are prospects

They are **customers** only when they're actually buying from you

They are **maximized customers** when you're getting maximum value...



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In order to be considered a fully qualified prospect...

- ◆ Buy exactly what you're trying to sell
- ◆ Buy enough of it to make pursuing them worthwhile
- ◆ Show interest in buying from you



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By my definition, all of your
customers are **prospects** to
become **maximized customers!**

Every one of those current
customers provides you with
three distinct levels of value



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3 Levels of Value

1. The value of what they're buying from you now...



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3 Levels of Value

2. The value of what they
Could be buying from you...



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3 Levels of Value

3. The value of influence
(testimonials and referrals)...



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An Important Question...

...does anyone have
any **bad customers?**



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What makes a company a good-looking suspect?

- ◆ Similarity
- ◆ Industry Experience
- ◆ Good Attitude!



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Prospecting is an activity chain that begins with the identification of suspect companies and ends with a first face-to-face meeting...

- ◆ Identify suspects
- ◆ Identify decision-makers
- ◆ Make the first connection
- ◆ Sell the meeting



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Most of the objections you're likely to hear are pretty predictable!

- ◆ Too busy...
- ◆ Don't need anything now...
- ◆ Happy with current supplier...
- ◆ Send me some literature...
- ◆ Voice Mail...



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Closing starts well before anyone should be asking for an order!

- ◆ Ask the right questions
- ◆ Recognize the opportunity
- ◆ Attack the weak point
- ◆ Dealing with price objections:

Negotiation 101



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When a negotiation starts, there are three things up for negotiation...

- ◆ Value
- ◆ Cost
- ◆ Price

*And that's exactly
the order in which
you should approach
any negotiation!*



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Negotiating **value** is all about telling them why they should buy from you anyway, even though your price is higher.

And why is that?



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Negotiating **cost** is
all about the application
of product knowledge...

*A successful cost
negotiation reduces
price while preserving
profit margin!*



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Negotiating price is all about getting something in return for everything you give up!

*Winning the order
would qualify...**maybe!***



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It takes three kinds of courage to be successful in selling...

- ◆ Courage of Knowledge
- ◆ Courage for Contact
- ◆ Courage to Question