



Benefit Selling and Overcoming Objections

**Delegate
Notes**

Name:

Date:

What will you learn?



Selling using features and benefits



Using General Benefit Statements to communicate a proposition and describe 'what we do'



Positive language and the use of tone



Positive body language when selling



Overcoming objections / Outweighing with benefits



Gaining Commitment



Activity: Personal learning objectives

What do you hope to learn today? Please record below:

Selling on Value and Benefits

Feature

- What the product or service is, does, looks like

Benefit

- What the product or service will do for the customer

In reality, the customer is interested in purchasing the benefits only. It is the benefits that the customer seek, not the features.

A simple but useful method in identifying the potential benefits of a product to a customer is to apply the phrase "Which means that..." when describing a feature.

Not all customers will have the same needs. It is essential that you identify what the customers' needs are and match them to the appropriate benefits. There is no point in selling features to a customer if they are not of benefit to them. At best they will think 'so what?' at worst, it will put them off.

Any benefit we use can usually meet one or more of the following 3 attributes:

Money/Profit

- How much money it will save

Time

- How much effort/time it will save

Quality

- How good the quality or look of it is



The money/profit and time benefits are the most effective.

An example would be as follows:

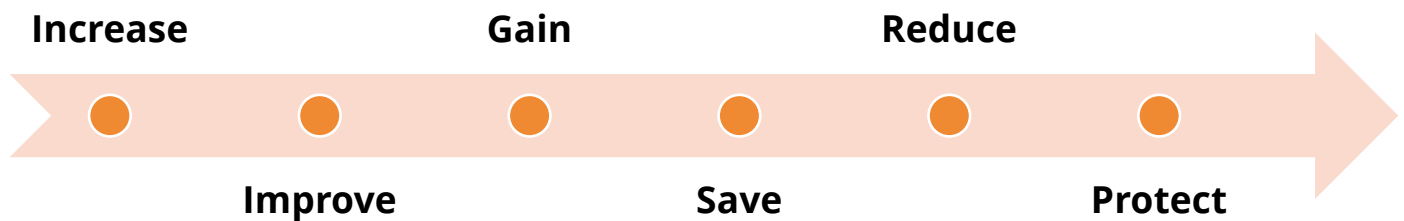
Service/Product	Feature	Benefit
Dedicated service team	Any problem is dealt with in house quickly and efficiently (including claims)	Which saves you time and money - allowing you to focus on your business rather than your problem.

General Benefit Statements (GBS)

It is important to start a prospect /customer meeting or call with some general conversation to warm the customer up and help develop rapport, but we don't want the whole meeting to be stuck in this stage. We need an 'attention grabber' or General Benefit Statement (GBS) to create interest and to move the meeting on.

A GBS is also a fantastic tool to use at a networking opportunity or simply when a potential new contact asks "what do you do?"

A GBS appeals to buying motives by using positive words and language:



"We are recognised as one of the leading insurance providers in the UK. Our award winning service and expertise have allowed us to develop unique relationships with our customers to ensure they have the best possible cover at a fair price"

I would like to demonstrate our service to you but will need to ask a few questions first if that is okay?"

**Activity:**

Create your own example of a typical GBS

Managing Objections

During the sales process or many discussions some people will raise objections. Objections are raised for many reasons:

- They are not convinced
- They feel pressure
- They haven't yet made up their mind
- They have misunderstood something

There are several basic ground rules that can be used to answer any objection. These are:

1. Listen to the objection
2. Acknowledge and check that you have understood the objection
3. Answer the objection
4. Advance the sale/conversation



Listen to the objection

Resist the temptation of interrupting the customer. You may have heard the objection a hundred times before but not from this particular customer. By listening, you show the customer that you are interested, it also gives you time to think of a way of answering the objection.

Acknowledge and check that you have understood the objection

It is very easy to mishear and begin to answer the wrong objection. You could say something like:

"So if I understand you correctly Mrs Barber, you are unhappy with.....Is that correct?"

Overcoming Objections with Benefits

Answer and overcome the objection with benefits.

Once you fully understand the nature of the objection then it can be answered in different ways depending on whether it is:

1. A misunderstanding by the customer

- Accept responsibility for the misunderstanding (even if it isn't your fault)
- Put the customer right
- Advance the sale

2. Disbelief over claims you are making

This occurs where you have made a statement and the customer does not believe you, or at least doubts some of the claims you have made. It is important to provide proof of your claims (reports, testimonials, literature etc..) and put the customers mind at rest.

3. A product disadvantage

This occurs when there is a feature of your product or service that is genuinely less advantageous than a feature of a competitor's product or service. We overcome this by stating the advantages of dealing with your company, in the hope that the advantages will outweigh any disadvantages. To do this successfully, you need to be aware of your main selling points and what services you can provide that is not provided by others. It is also important to have good knowledge of the products and services offered by your major competitors.



Activity:

Work with your group; list the six most common objections you are likely to face

The 6 Most Common Objections	
Objection	How to overcome it:
1.	
2.	
3.	
4.	
5.	
6.	

Buying and Closing Signals



A buying sign is when the customer is telling you that they are ready for you to close. They have already decided that they want to buy and it's your time to rap the deal up.

Buying signals take many forms and are easy to miss, especially if you're not listening for them.

What to listen for:

Is the client making positive sounds?

"That's good"

"Sounds good to me"

"That would be really useful" etc.

Is the client taking ownership?

"What information do I need to supply you with?"

"Will I be able to go on cover next week?"

"I really need to see when my LTA expires."

When you hear buying signs, don't mess around.

CLOSE!

Activity – List below any other buying signals you have heard from customers

Closing Techniques

Direct - Ask for the Order

It has been estimated that 7 out of 10 sales conversations end without the salesperson asking for the order. Having presented your product or service in a professional way you have the right to ask for the order and the customer expects you to do so. This technique alone, will improve your sales results and give you more confidence in the selling situation.

"Are you happy to proceed with this quote?"

The Assumptive Close

By assuming that the order is being placed, you can remove the responsibility for decision-making away from the buyer.

"I'll do that now.....when would you like the policy to start?"

The Alternative Close

This close gives the buyer the choice between two alternatives, both of which have been chosen by you.

"The premium without D&O cover is £17,000 but it is only £18,250 if we include D&O – I think You should go for it included – what do you think?"

The Trial Close

During the sales process, you need to listen for buying signals. When you think you are getting them, ask a series of leading questions. If the customer responds in the right way, close the sale.

"This meets your exact needs, doesn't it?"

The Summary Close

Standard summary techniques are very useful at the closing stages of the sales process.

"I've increased the level of goods in transit cover you currently have, I've also looked at adding the new director to the scheme. Happy to go ahead?"

Notes / Personal Action Plan

Use the space below to record any notes and/or actions you plan to take after this BOOST Workshop.

A large, empty rectangular box with a thin orange border and rounded top-right corners, intended for taking notes or creating a personal action plan.