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Learning without limits



Benefit Selling and Overcoming Objections

Trainer Guide

Materials Required:

- Delegate Notes – 1 printed copy per delegate
- Completion Certificates – personalise and print for each delegate
- 'Commit to Action' – 1 printed copy per delegate
- Projector/Monitor
- Laptop/PC with sound card

Agenda:

Session Topic	Time
Introduction and What You Will Learn	5 mins
Selling on Value and Benefits (AR)	15 mins
General Benefit Statements (AR)	15 mins
Managing Objections	15 mins
Overcoming Objections With Benefits	15 mins
Buying and Closing Signals	10 mins
Closing Techniques	10 mins
Boost Wrap-Up and 'Commit to Action'	15 mins
Total Time	100 mins

(AR) = audio recording on slide

Session One: Introduction and What You Will Learn (Page 2, Slide 2) (5 minutes)

Introductions

If required introduce yourself and the topics being covered in this Boost Workshop.

If you don't already know the attendees, give the participants a chance to introduce themselves to you. You will probably want to know their names, their position titles, and why they are interested in today's topic.

What you will learn

Ask everyone to turn to page 2 in their delegate notes and show slide 2.

At the end of this workshop, you will understand:

- 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 (2 mins)

Give participants a moment to write down their own learning objectives on page 2. If working with a small group (less than 10) ask each person to share objectives



Explain that the back page can be used to record any notes and action they plan to take as a result of this Boost Workshop.

Session Two: Selling on Value and Benefits

(Page 3-4, Slide 3-5 AR) (15 minutes)

Explain that there is a very clear distinction between the features of a product or service and the associated benefits. In reality, the customer is interested in purchasing the benefits only. It is the benefits that the customer seek, not the features.

Unfortunately, many sellers find it easier to talk about and list a series of features when they are talking to a customer.

We are also constantly reminded that we should be moving away from the idea of selling on price. To do this effectively, we need to get better at understanding the true benefits of the NFU Mutual and the products and services it can offer to its customers. **Play audio here.**

Feature: What the product or service is, does or looks like

Benefit: What the product or service will do for the customer

Now explain that almost any benefit will fall into one or more of the following categories. Use slide 5 to explain this.

In reality the top two (money and time) benefits are the strongest and will have more impact. Sometimes however, we have to sell the benefit just on its quality if the others are not available.

Money/Profit - How much money it will save... (Premium + Mutual Bonus)

Time - How much/effort time it will save... (Quick Payment of Claims)

Quality - How good the quality or look of it is... (Award Winning Local Office/Dedicated Team)

A simple but useful method in identifying the potential benefits of a product to a customer is to apply the phrase "Which means that..." once you have described 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.



Discussion Point

Check understanding at this point – talk through the following example:

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

Now hold a group discussion and establish what other services/features (not benefits yet) they currently offer through the NFU Mutual.

If possible use a flip chart or note pad to record the answers.

Use the following list to assist with the groups feedback:

Local, personal, attentive and expert service.
We aim to fully understand your needs and leave you feeling better prepared.
Over 300 local Agents offices.
Over 500 experienced local Agents.
UK call centres.
We pay out 98% of claims, no quibble.
Experts with over 100 years of industry knowledge and experience with niche market specialisms.
We have award winning products
We offer high quality, wide ranging cover.
Low excesses.
We recognise loyalty through our Mutual Bonus (NB: need to reference it is only for insurance products).
We serve and support our communities e.g. farm safety, rural crime, helping young farmers, Community Giving Fund.
We are a mutual society dedicated to members not shareholders.
We cover over 70% of UK farms and have over 900,000 customers.
No extra charges for changing your policy or for paying monthly 0% APR.



Activity (10 mins) Page 4

Working in pairs (or individually if single or small group), ask delegates to look at the table on page 4. Give each person/group a selection of services and features from the previous discussion. They should complete the table with the associated benefits.

Review and discuss with the group.

Session Three: General Benefit Statements (GBS)

(Page 5, Slide 6-11 AR) (15 minutes)

It is important to start a prospect /customer meeting 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?"



Discussion Point

Explain that a GBS appeals to buying motives by using positive words and language. Ask the delegates for some examples of positive language that could be used within a GBS.

(Use the examples below for assistance and slide 6)

- Increase
- Improve
- Gain
- Save
- Reduce
- Protect

Now show slide 7 and talk through the example with the delegates.



Discussion Point (5 mins)

Ask the delegates to identify the key positive language used or simply what they like about this example.

We are recognised as one of the **leading** insurance providers in the UK. Our **award winning service** and **expertise** has allowed us to develop **unique relationships** with our customers and 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 (10 mins)

Finally, ask the delegates to produce their own version of a GBS (Slide 9) They should use the space provided on page 5 to do this. Tell the delegates to imagine they are at a prospect meeting/call or perhaps a networking opportunity – they have been asked what's so good about the NFU Mutual? Their GBS should be a concise but impressive way of informing the prospect!

Before they deliver their GBS statements show slide 11 **and play the audio if possible.**

Encourage the delegates to think also about body language when delivering your GBS.

- **Body and voice link** – Tension, fear, alertness, and posture all directly affect voice production.
- **Posture** – The way you hold your body will communicate a great deal to someone else.
- **Hand gestures** – expressive, assertive and confident movement are good

Finally, review some examples with the group. Ask delegates to stand if possible when delivering their GBS.

How was their body language vs. the above?

Session Four: Managing Objections

(Page 6, Slide 12-14) (15 minutes)

Why do we face objections?

Explain that during the sales process or many discussions, some people will raise objections. Objections are raised for many reasons, such as:

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

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

1. Keep calm and listen to the objection

Keeping calm is often the hardest bit! Most people panic when faced with an objection and then say something they later regret – this could be by either agreeing to something they shouldn't or upsetting the customer.

2. Acknowledge and check that you have understood the objection

Acknowledging the objection correctly is so important because:-

- It buys you some time!
- It shows the customer you are genuinely interested in solving the objection
- You can choose the right way to overcome the objection

3. Answer and overcome the objection with benefits

Back to benefits again! Using your knowledge of benefit selling, you can overcome the objection with ease.



Discussion Point

Ask the group to think about point 2 of the objection model (Acknowledging). Can they give you some examples of how they would acknowledge the customers objection?

Possible answers: (Slide 14)

- **Paraphrasing** - Repeating what has been said in your own words
- **Reflecting**- Put back to the person what you have understood
- **Clarifying** - Openly declare your doubts or concerns about what is being said
- **Echoing** - A simple technique for promoting more discussion, it involves picking up and repeating a key word with a slight questioning tone
- **Summarising** - Used to pull together all the facts and ideas that have been covered so far in the discussion
- **Silence** - The use of silence is often overlooked. Used well the customer raising the objection will 'fill the silence' and soften their approach

Session Five: Overcoming Objections With Benefits (Page 7-8, Slide 15-16) (15 minutes)

Explain that the great thing about objection handling is that we've probably heard of most of them before. This gives us the opportunity to practise our responses to these objections in advance.



Activity – Slide 15, Page 8 (10 mins)

Working in small groups or individually, use page 8 of the delegate notes to list six of the most common objections that you face and then the best way to overcome them with benefits. Remember to think about the following when listing the benefits:

- Time
- Cost
- Quality

Start with this example to give some assistance..

1. Objection = "I thought you only did insurance for farmers"
Response = "50% of our policies are non-agricultural and together with the Mutual Bonus we can save you money on your premium vs. some of our competitors"



Activity (Role Play) – Slide 16 (5 mins)

Working in small groups or individually, show the 3 examples on slide 16.

Ask each group to take one of the examples and discuss between them how they would respond to each example.

Each group should then share their thoughts with the other groups.

Session Six: Buying and Closing Signals (Page 9) (10 minutes)

Explain that a buying signal 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 – Page 9

Using the space provided on page 9, delegates should identify any other buying signals that they have heard when dealing with customers.

Session Seven: Closing Techniques

(Page 10, Slide 17) (10 minutes)

Read through the types of closes on slide 17. Ask each delegate for examples for each. (Use notes below as a prompt.)

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?”

Boost Wrap-Up and 'Commit to Action' (Page 11, Slide 18) (15 mins)

Use the last fifteen minutes for a review and to answer any questions the group may have.

- Hand out 'Commit to Action' sheets and ask each person to complete and hand back to you. Explain that these will be passed to the relevant line manager for follow up in a few days.
- Hand out personalised Completion Certificates that should be retained by the delegates for CPD purposes.
- Remind and encourage them to create a Personal Action Plan on page 11 following this workshop.
- Thank the group for their time.