

## B2B SALES PROCESS



- 1) Initial contact phase
- 2) Needs appraisal phase
- 3) Recap the needs
- 4) Sales argument / sales pitch
- 5) Treating objections
- 6) Closing of the deal / conclusion of the interview
- 7) Leave-taking

### 1. INITIAL CONTACT PHASE

- ✓ Greet your prospect
- ✓ Introduce yourself (name, position, company) + business card
- ✓ Check your prospect's identity/position
- ✓ Thank your prospect for the meeting (+ small talk)
- ✓ State the goal of your visit / if you have met or talked before, remind the prospect of the previous contact

→ move on to the needs appraisal phase

- First contact

Greetings: Good morning / afternoon, Sir

Hello

Mr. Jones

Madam

Mrs./Ms. Jones

Nice to meet you (too). I'm Alan Green, (*name of the company*)'s sales representative/sales executive.

You must be Mrs. Jones / You're Mrs. Jones, aren't you?

**it's important that everyone at the meeting knows their roles**

I understand you're the purchasing manager / you're in charge of...

Thank you for giving me this appointment / Thank you for your time.

(*the prospect*: Please take a seat / Do sit down.)

+ "**small talk**": Did you have a nice trip? Did you find your way easily?...

I hope you had a pleasant flight over / are you enjoying .....? How is your hotel / Are you staying for a few days?

**Next contact(s)** >>> Nice to see you again / How are you? / How have you been?

## 2. NEEDS APPRAISAL PHASE: identify the needs / understand buying motives

### How to begin:

Would you mind answering a few questions (about your company / your target market)?

May I ask you a few questions to know more about your needs / your expectations?

Do you mind if I take notes?

During our last phone conversation, you mentioned you were looking for...

When we last met, you said you might be interested in...

### Your questions will depend on your prospect / your product. Here are a few examples:

Do you already sell...?

Are you satisfied with your current supplier(s)?

What is your price range?

Are your customers private individuals or stores/companies?

Are you seeking to extend your current range of products?

What is essential for you when choosing a supplier?

What is your turnover / your budget for this product?

etc.....

### Don't forget to rephrase (briefly) when you think you have enough information.

So if I understand correctly, you are looking for....

→ You can then move on to the offer / sales pitch

Well, I think we have something you might be interested in...

### TO DISCOVER THE CUSTOMER'S PSYCHOLOGICAL PROFILE

A) His motivations to buy the product

B) The source, the cause of the purchase: within the motivations, you have to discover what reasons or feelings incite the customer to buy : SPNCMF (in other words le SONCASE). The decision to buy a product does not only depend on his/her personality. The groups the person belongs to (family, company etc...) have an impact on his /her behavior. The sales representative has to find out which social groups the customer belongs to!



This acronym is used to describe why people make purchases. The letters stand for the following:

S = sécurité

O = orgueil

N = nouveauté

C = confort

A = argent

S = sympathie

E = environnement

But of course, this has to be adapted into English:

**Here are some possible translations of these terms.**

S	Safety / security
O	Self-esteem / pride
N	Novelty
C	Comfort / convenience
A	Money / price
S	Sympathy / affinity
E	Environment /sustainability

### 3. Recap the needs

Before going to the sales argument, it's imperative to be sure that you have properly understood your customer's need: you must check recap what your customer told you in order to avoid misunderstandings

“So if I understand correctly, you are looking for....”

**Unique selling points (USPs)**

**Put the following words and expressions in the correct categories below. More than one category per item is possible.**

24-hour technical support	able to meet customers' needs	a multinational brand
central	convenient	cost-effective
durable	guarantee	handmade
maintenance and servicing	option to pay in instalments	quality control procedures
reliable	value for money	well-established

<b>Price:</b>	
<b>Customer service:</b>	
<b>Quality:</b>	
<b>Flexibility:</b>	
<b>Location:</b>	
<b>Credibility:</b>	

**Now complete the following sales pitch with words from this exercise:**

1. Our service is extremely\_\_\_\_\_.You will save a lot of time and money.
2. We are a\_\_\_\_\_company with a long tradition of success.
3. Help is always at hand - we offer\_\_\_\_\_.
4. We offer a 2-year\_\_\_\_\_for your peace of mind.
5. Our product is very\_\_\_\_\_ - you can use it for as long as 5 years without replacement.
6. You don't have to pay for everything at once - we offer you the\_\_\_\_\_.
7. Our location is very\_\_\_\_\_. You won't need to travel too far.
8. If you have any particular requirements, don't worry - we are\_\_\_\_\_.

**Successful selling**

**Complete the following rules for making a good sales pitch:**

**Attention    incentive    needs    objections    solution    testimonies    touch**

1. Get the \_\_\_\_\_ of your prospect with a good opening statement.
2. Listen carefully to your prospect's \_\_\_\_\_.
3. Demonstrate that you have a \_\_\_\_\_.
4. Give \_\_\_\_\_ from other customers.
5. Listen to and answer the \_\_\_\_\_ that your prospect raises.
6. Provide an \_\_\_\_\_ to take action.
7. Stay in \_\_\_\_\_ with your customer after the sale.

**Look at the following extracts from a sales meeting between a small retailer and a representative of a paper company. Which rule does each sentence relate to?**

- a. Yes, you are right. It's true that we cannot compete with our competitor's prices, but what we can offer is quality customer service. \_\_\_\_
- b. I'm looking for a reliable supplier. Our last supplier went bankrupt. \_\_\_\_
- c. Well, in that case, we are the right company for you. We have been operating in the market for over 10 years and we are trusted by over 20 large retailers. \_  
\_\_\_\_\_
- d. Take a look at the references of some of our main customers. \_\_\_\_
- e. We offer the largest range of stationery products on the market. \_\_\_\_
- f. Since you are a first-time customer, I'd like to give you a 10% discount if you buy today. \_\_\_\_
- g. Are you pleased with your first order? Thank you again for your business. \_\_\_\_

**Work with words: find the words that match the following translations:**

- |                              |  |
|------------------------------|--|
| • Rentable.....              | Fiable:.....                           |
| • Bien implanté:.....        | Pratique:.....                         |
| • Rapport qualité-prix:..... | Répondre aux besoins des clients :.... |
| • Fait main :.....           | Payer en plusieurs fois :.....         |
| • Témoignages :.....         | Incitation :.....                      |
| • Faire faillite :.....      | une large gamme : .....                |

**4. Sales argument / sales pitch**

## DEFINITION

The sales representative has at his/her disposal all the documents which enable him/her to know his/her company, the product and the competitors. ( in French = OAV)

**Ex: Price lists / catalogues / leaflets /**

## ROLES

These documents make the different stages of an interview easier. They enable to build a sales argument on the basis of : **Advantage/proof**, helping the sales representative to better satisfy the customer's motives for buying.

## CONTENT

Of course, this pattern cannot be systematically applied as such, but can be adapted to each particular case. - The company: origin, date, situation, subsidiaries, turnover progress, fame, brand image.

### The product :

- . raw materials: sources, selection, quality
- . manufacturing: means and control of production
- . product quality: technical aspects, standards, labels, certification, quality.
- Marketing (Commercialization) : distribution network, communication.
- Use: Product adapted to the customers' needs, after-sales service, cost price, user-friendly.
- Competitors: unbiased comparison.
- References: well-known customers and users.
- Prices: Good knowledge of the price policy decided by the company.
- Services: deadline, warranty, delivery, technical assistance.

## Some advice to help you manage a good sales argument:

- **Be factual:** try to present examples, images, so that it will help memorizing your argument.
- **Limit your arguments:** use a series of 3 arguments, the last one will have the most psychological impact.
- **Repeat** what you have said : it's better to repeat good arguments rather than expressing a series of arguments.
- **Check your customer understands** what you are saying by asking questions: "what do you think?"
- **Be enthusiastic:** if you want your customer to believe you, you must also believe in the product !
- **Reassure** your customer: smile, use words that reassure your customer. Avoid words or expressions such as "a little, it is possible, I think that , maybe ...)
- Use the present tense or the future, avoid the conditional tense because it gives the impression the buying is hypothetical.
- **Don't do too much :** Don't use too many superlatives, they don't reassure and don't exaggerate !

**DON'T FORGET: Make the proof**



**5.HOW TO TREAT OBJECTION**

Generally speaking, objections show the customer's fears, ignorance or motivations.

Answering those objections enables to reassure him by providing him with more detailed information.

The sales representative should anticipate and think of the objections before the meeting.

The sales representative may meet two types of objections:

- The objections which are excuses in order to get rid of the seller
- The objections which are grounded / justified).

**What type of behavior should the sales representative adopt?**

- **Avoid the conflict** which could stop the sales interview and damage the relation with the customer.
- **Consider the objection is a request for more information** and not a personal attack against your company or the product.
- **Listen carefully** and let the customer express himself. Show him you understand by asking questions, by rephrasing what he has just said.

**Exercise :**

**Classify the objections and their rebuttals in the grid:**

Objections	Rebuttals
"We don't have any budget left this year."	
"I don't want to get stuck in a contract."	
"We need to use that budget somewhere else."	
"I can get a cheaper version of your product somewhere else."	
"I've never heard of your company."	
"I'm not authorized to sign off on this purchase."	
"We're already working with [Vendor X]."	

1. "We're a company that sells ad space on behalf of publishers like yourself. I'd love to speak with you about your revenue model and see if we can help."

2. "Who is the right person to speak to regarding this purchase? Can you redirect me to them, please?"
3. "Why did you choose them? What's working well? What's not? Allow me to explain how our product is different."
4. "I understand. Let's talk about some different contract terms and payment schedules that I can offer you. Perhaps these would be a better fit."
5. "Let's schedule a follow-up call for when you expect funding to return. When do you think that may be?"
6. "What are the points of differentiation between our product and your other option? What provides you with the most value and support?"
7. "We had a customer with a similar issue, but by purchasing our product they were actually able to increase their profits and assign some of their new revenue to other parts of the budget."

**Watch the video and identify the objection. Then, explain how he managed to deal with it.**



What is the objection?.....

What is the rebuttal?.....

What do you think of this solution? What solution would you use?

## 6.The conclusion:

### **Rephrase the main advantages accepted**

Get the order form signed

Write a proforma

### **Vocabulary:**

Accorder une remise : to grant a discount

Remise de lancement : introductory allowance

Rabais : reduction / rebate

Rabais sur facture: trade discount

Pour paiement comptant : cash discount

Hors taxe: pre-tax / before tax / tax not included / exclusive of tax

TVA: VAT

En gros: in bulk

## 7.TAKING LEAVE

Congratulate and give your business card

“Thank you once more for granting me so much time”

“Don't hesitate to contact me if you have any further inquiry .....”

### **Role play**

**Practise a sales meeting with your partner. Change roles when you have finished.**

**Student A:** Choose a product or service that you offer. Student B is your potential customer. Prepare for the sales meeting (your opening statement, your unique selling points, answers to possible objections, etc.)

**Student B:** You are interested in Student A's product/service. Prepare questions that you need to ask as well as your needs and possible objections that you may raise.