

## SALES PLANNING OUTLINE

This outline takes you through every step of the sales process. Use this tool as a guideline to ensure you have a response for every step of the decision making process and plan your interactions with your prospects.

<b>Phase One: Discover The Need</b>	
<b>The BIG Question: Why should I buy/hire you?</b>	
Discover what needs and solutions the potential buyer is looking for so you can customize your presentation to his/her needs and wants.	
Get the info you need so you can later help the potential buyer see how your product/service will meet the needs.	
The buyer's three most important needs are:	
Similar buyer situations:	
I need to: <ul style="list-style-type: none"> <li>• Ask questions</li> <li>• Survey</li> <li>• Read company material</li> <li>• Talk to others who know him/her/the company</li> <li>• Read market research or other literature on his/her situation or industry</li> </ul>	
They should hire me because:	

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## Phase Two: Identify The Potential Buyer's Solution Set

### The BIG Question: What should I buy?

<b>The BIG Question: What should I buy?</b>	
What are the buyer's key criteria or requirements?	
What is their price range?	
What or who else are they considering? Why?	
Key Questions: What have you been considering? Why? How have you handled this in the past? How has that been working for you? What makes this important to you? What are the key issues in your buying decision? Do you know anyone who has tried _____? What do you know about their experience? What have you heard about what we offer?	
Anticipate objections. List their three objections:	
List the three competitors, services, products and pricing you might face.	

## Phase Three: Present Your Benefits & Features

### The BIG Question: Where should I buy?

Help the buyer see that you offer the solutions they are seeking.

Help the buyer see that you offer the best solution.

List three benefits the buyer is seeking:

List how your product/service meets those benefits:

Testimonials and success stories. Who else has used your product/service? What were the results?

### Phase Three: Present Your Benefits & Features Cont'd.

#### The BIG Question: Where should I buy?

Show and tell. Demonstrate your product or service in action. Offer a "free consultation".

Pre-handle objections. Address them in your presentation.

Trial close and probe. Get some kind of commitment for the next step. See what their response is.

Use confirming questions.

Identify the next steps.

### Phase Four: Negotiate Fees or Price

#### The BIG Question: What is a fair price?

Use a cost/benefit analysis to help the buyer see that you offer the best solution at the best price: