GUIDELINES FOR PROPER SELLING SITUATIONS

The following guidelines will assist you in increasing your closing ratio, whether you are giving one-on- ones or following-up on a group presentation, if you will learn to use them properly. Remember, do everything to your advantage and nothing to your disadvantage.

A proper selling situation is one in which you are in control, and also one which places you in a position to properly use all of the tools you have at your disposal. (i.e. brochures and other visual aids, showing names, precise pointing, rebuttals, etc...)

In order to use these techniques properly, you will have to learn to **Assume**. Assume that the teacher wants to see you. Assume they are expecting you (especially if they were at a group meeting). Assume that they want to sit at a place that is convenient to look over the material. Assume that they want to know who is enrolled, etc... .and most important of all, Assume that they will enroll.

1. Always arrive slightly early than the time specified on the survey form or planning schedule. Remember the prospect is expecting you!

2. Enter the room and proceed to the best location for selling. This is usually the desk or a worktable. Place your hand on the back of a chair as you say, "Do you mind if we sit here?" Remember they are expecting you!

3. If the teacher is still standing in the hall when you arrive at their room you should not stop for small talk. Simply say hello as you are looking at your survey form with the appointment time and ask to enter the room. Remember they asked you to stop by!

4. Position yourself where you can effectively use your laptop. This is usually beside them or at a slight angle across the corner of the desk or table.

5. Have your laptop set up properly. This mean laptop on, presentation ready to go, etc.

These are a few of the things you can do to improve your effectiveness, on the following page you will find a list of "sale killers" or things you should never do:

1. Never try to talk to a teacher in the hallway. This eliminates your control of the situation and takes away all of your sales tool.
2. Never approach a teacher while they are talking to other teachers. This could kill your possibilities of enrolling them as well as influencing others. For example, “I’ve decided against it, my spouse says we don’t need it.” You have placed yourself in a position to have to rebuttal in front of your other prospects. (The **ONLY** exception to this rule is when you are 100% certain that the teacher is going to enroll.)

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3. Never try to sell while standing anywhere. (in the hallway, at the blackboard, water fountain or anywhere you cannot achieve a proper selling situation.)
4. Never attempt to sell when you are seated but the teacher is standing. Ask them to sit down or get them a chair.
5. Never attempt to talk when children are present. You will not have their full attention and are probably in violation of the rules set forth by the principal.
6. Never ask questions to which the answer can be NO!
    a. Is now a convenient time?
    b. Did you have a chance to talk it over with your spouse?
    c. Have you had a chance to make a decision?
    d. Did you bring your other policy today?
7. Always meet one-on-one with the teacher. If another teacher enters the room and wants to listen to the presentation, tell that person that HIPPAA Law prohibits talking about another person's health/enrollment in the present of another person.

These are just a few of the dos and don'ts that will help you to become a more effective salesperson, and remember????…

USA TEAM MEMBER NOTES SECTION

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