

# 5 Steps to Close More Sales

A Guide to Selling Energy Efficient Windows  
to Today's Consumer.

By: Nick Lipp & Andrew Simpson of EDTM, Inc.

## Introduction

The world of sales is cutthroat. You as a salesman have to fight not only competitors that want your customers but your customers also who have a natural distrust of you. It is easy to be discouraged with all the struggles that you face yet such an action is premature. We at EDTM seek not only to provide the most reliable window sales equipment on the market but to train the sales engineer as well. We do this by providing you with this *5 Step Guide to Close More Sales* and the *A Guide to Window Terms and the Equipment to Test Windows in the Field*. You don't have time to read long books that create complicated processes that are designed to close the deal. What you need is a short book with a precise, easy set of steps that close the deal. Over the next several pages you are going to be introduced to steps that will help you from the moment that you enter the residence of the consumer to protecting your sale after you have closed the deal. The steps you are about to read are key to success. Read them, memorize them, use them and never diverge from their sage advice. These have worked for others and they will work for you if you abide by them.

It's important before going into the steps that you realize who you are. You are not merely a salesman. You are an individual providing a service to people in need. If you are reading this book, then you must believe that you and your company sell the best windows on the market and that consumers need the best window on the market. You wouldn't want family members or friends buying second-rate windows and you shouldn't want your customer or potential customer to buy second-rate windows either. Therefore, you have a responsibility to your prospect to provide them the opportunity to purchase the very best windows on the market. To do this does not mean that you can simply go into a home, present a video about your product, and hope they buy your product. Your customers are not well versed in the realm of windows; they don't know the difference between a single pane and triple pane window. You need to educate them, teach them, enlighten them about the opportunities that they are missing if they don't buy your window. You are a sales engineer and an educator. Know your stuff and go out with the intention to teach. The ways to do this are in the pages that follow. Enjoy and get out there and sell!



## Step One: Entry

It's very important to get your presentation started on the right foot. Here are some guidelines.



### Preparation - Before You Knock on the Door

**Objective:** Be prepared for any situation or question that will arise during a sales presentation. Be able to position your product as the solution to your prospect's problem no matter what the problem is.

You must be prepared: This really goes without saying, but it's vital that you know your own product inside and out, and you should know your competitors' products inside and out as well. You cannot be caught off guard when a prospect asks you about any competitive product or you will lose credibility.

It's imperative to know more than just the features of your product - that's an amateur approach - focus on all of the possible benefits that those features could provide to a person, family or a company. Make a master list of these features and benefits (and continually add to it) and memorize it. As you get to know the prospects in each of your presentations, you will know which benefits to focus on.

To be a successful salesperson, you must have the mind set of offering benefits to customers and meeting each of their individual needs.

Remember this quote by Zig Ziglar: "You can get anything in life you want if you just help enough other people get what they want."

The presentation you're about to give isn't just about your product. It's about the people sitting across the table from you and how your product will meet their needs. Once you really understand this, you're doing better than the average salesperson out there.



Be prepared before you knock on the door

#### Positive Mental Attitude

Before you think about meeting with prospects, you must develop a positive mental attitude. If you go into a sales presentation with a negative attitude, you might as well just hand the prospects your competitor's business card and not waste any more time. Focus on being enjoyable to be around and confident in your abilities and product. Remember that people want to do business with people they enjoy being around.

#### First Impression

**Objective:** Get the presentation off on the right foot. A poor first impression is difficult to overcome.

It's critical. You must make a positive first impression. Luckily, it's really not that difficult. Just act like you're entering a job interview. Has it been a few years since you've interviewed for a job? Here are some guidelines to follow:

#### Demeanor:

Stand up straight, smile sincerely, be confident, look them in the eye. Start building trust from the outset of the presentation.



#### Appearance:

Get a haircut. Be clean shaven. A good rule of thumb is to dress one step nicer than you think the prospects will be dressed, and if you don't know how they will be dressed, err on the side of over dressing.

The main point is that your prospect should be focused on your presentation - not on your flashy or grungy appearance.

### Timing:

If you're a few minutes late, your prospect is likely forming an opinion about you before you're even there to defend yourself!

Be on time by taking into account the possibility of traffic congestion, taking a wrong turn or getting lost. What's the worst thing that can happen? You get there early and focus yourself on your presentation for a few minutes before you make your entry?

## Get Acquainted

**Objective:** Get acquainted with the prospects and do your best to make them comfortable with you. More importantly, this is a great opportunity to learn about your customer and determine how to mold your presentation to meet them where they are.

Nobody expects you to start your presentation right when you get in the door, so you have a few minutes to get acquainted with your prospects, and don't overlook that a little small talk can go a long way - if you pay attention, it will help you improve your presentation.

So what's the easiest way to get acquainted with prospects and even get them to like you? Take an interest in what they have to say. First you have to get them to open up...

### Questions... and Listening

Pay attention to your surroundings when you go to a prospect's home. What's their neighborhood like? What's parked in the driveway? Whose pictures do they have hanging on their wall? Basically, what do you see that you can either compliment them about or ask them about to get them telling you about themselves.

This is a time for open ended questions. Don't ask any questions that they can simply answer "yes" or "no" to. Remember you want your prospects to open up and do most of the talking.

After you ask a questions, listen - and pay attention. Mirror their body language, make eye contact, and nod your head or use other non verbal communication to make sure they know you are really taking an interest in what they have to say.

The more you learn about them, the better you can make your presentation for them because you're going

to focus your presentation on how your product specifically benefits them.

**Transition:** As important as breaking the ice is, don't get too carried away with trying to learn the life story of your prospects. Pay attention to their verbal and non-verbal cues that say let's move on. If you don't get those cues, make the transition to why you're really there: to demonstrate your product. You have set the stage with your Entry. Now it's time to work your way closer to the all important demonstration that you are there for, but the Pre-Demonstration outlines some measures you must take before getting there.



## Step Two: Pre-Demonstration

The most important aspect of a sales presentation for window or films is the actual product demonstration. That's why this whole section is devoted to setting the stage for the demonstration.

Like an appetizer prepares a diner for Filet Mignon at a fine restaurant, the time leading up to the product demonstration must put the prospect on the edge of their seat, anticipating how well your window will perform and being anxious to feel your product in their own hands.

### Uncover Their Wants and Needs

**Objective:** Identify problems with their current situation, and determine what qualities and benefits of your windows your customers feel are the most important - and that they will be willing to pay for.

Now is the time to let them continue to talk. Now is not the time to talk about your product. This point in the presentation is about painting a picture of what is wrong with their current situation and how it could be better in the future. Pay very close attention to what they have to say because you will use this information to close the sale.

Point to keep in mind:

*"You can get anything in life you want if you just help enough other people get what they want"*

- Zig Ziglar

Many prospects simply want the cheapest windows available - they don't realize that quality costs. Initially, price will be their main criteria to base their window purchase on. Maybe they're not sure they need new windows at all. If this is the case, ask yourself this: How are they going to react when you come barging into their living room saying your window is the greatest thing since sliced bread, and they need to buy this, that, and the other thing? Probably not very positively. You know that your high quality window will pay for itself in the long run and be a worthwhile investment, but they may have to go through the process of coming to that realization themselves.

It is your job to facilitate their process of discovering their needs for your windows. How's it done? Ask questions, and listen quietly to what they have to say. Ask questions like:

"What made you decide to go shopping for new windows?"

"What problems are you having with your current windows?"

"What are you looking for in a window?"

"What products have you looked at already?"

"Are you aware of how the sun can damage those pictures on your wall?"

"Have your heating/cooling bills reflected the high energy costs lately?"

Those are just a few examples. Asking questions like these will help you uncover what is important to them. Really try not to say much after you ask them. Bite your tongue when you feel like you have something to interject, and be sure that they have said everything they wanted to say.

It is so much more important to gather information about them as they talk because the more you know about them, the better you can present your product directly to their needs during the product demonstration stage.

### Build Trust in Your Company

**Objective:** Build their trust in you and your company. Obviously, people are much more likely to do business with people and organizations they trust.

You must make sure that your prospects will be comfortable doing business with you. You must convey your company's commitment to excellence, establish credibility, and ensure your prospect that they can put their trust in your company's name.

To do this, simply bring out the strong points about your company like the number of years it's been in business, the professional organizations it belongs to (like the Better Business Bureau, etc.), and other satisfied customers who gave testimonials.

Convey a high level of pride and excitement you and your company have in offering it's high quality product, and talk about how you will stand behind the product. Give examples of other window companies in your area that have come and gone since you have been in business (remember, don't trash your competitors - just give them the facts).

### Set The Stage for Your Product Demo

**Objective:** Build their trust in you and your company. Obviously, people are much more likely to do business with people and organizations they trust.

Now that you know more about your customer, their interests, needs, and the problems they are facing, you essentially know what they want in a window. Remember Zig Ziglar's quote: "You can get anything in life you want if you just help enough other people get what they want."

Now that you are about to extensively talk to them about your product, you have the opportunity to do something extremely important: Getting away from the idea of selling them a window, and moving towards the idea of offering them an opportunity to invest in a product that will satisfy their wants and needs while it pays for itself.

For the rest of the sales presentation, you must talk about your window in those terms - an investment that will meet their specific wants and needs. Now this isn't to say that you don't teach them about all the other great aspects of your window and company, just put the most importance on the factors that are the most important to your prospects.

### Make Them Expect a Hefty Price Tag - Build Value into Your Product

**Objective:** Make the value of your window to your prospects, greater than the price tag.

Michael Zabec talks about Price Conditioning in his excellent book "10 Steps to High Definition Selling." The goal here is to create a perceived value of your window that is greater than the actual cost of the window, so when you eventually quote the price, your prospect will be pleased or even pleasantly surprised.

Take a moment and think about the following:

**Question:** When is a person happy or even excited about paying \$250 to get their car fixed?

**Answer:** When they expected to pay \$500.

To achieve this effect, break the window down and talk about all of the great materials within the window. Talk about how and why they are better than materials that your competitors use (be careful, don't trash your competitors – just give them the facts).

Explain the amount of research that went into producing this great window and how your company stands behind their warranty. Use strong words that relate to the quality and innovations of your window.

In short, be sure they understand you have a high quality window that is a long term or permanent solution to their needs. After all, we're not talking about a cheap quick fix here.

This can also be a great time to remind them about their wants and needs you uncovered before. For example, mention how long engineers worked on developing a certain feature on your windows with the goal of blocking the most heat from the sun as possible. Inform them that this is one of the ways that your windows are going to help them save on their energy bills.

### Make the Shift

**Transition:** Instead of putting on the hard sell, lead them through the thought process of realizing they need your window.

Thus far, you have been asking open ended questions. From now on, you will generally only ask questions that you already know the answer to - generally the answer will be "yes" or "no."

Ask the right questions prior to the demo  
A few examples of good questions to ask now are:

You: So you're telling me you would appreciate lowering your utility bills?

Prospect: Yes

You: Well let's take a look at how this window will do that for you.

You: So would you say it's important for your windows to protect your (fill in the blank) from UV damage?

Prospect: Yes

You: Well why don't we see how this window compares to something similar to your windows or other windows you might be thinking about investing in.

Regardless of their purchasing criteria when you first stepped in the door, you have now gotten your prospect to say, realize, or admit that a high performing window benefit them. During your demonstration, you will make them realize that *your* high performance window will be the one to meet their wants and needs.



## Step Three: Demonstration

You have set the stage for your product demonstration. Your prospects are anxious to see your window in action for themselves, and you are about to demonstrate windows that performs well and benefit your prospects in the way they desire.

The Four Keys to a successful demonstration: *Educate - Involve - Prove - Apply*



### Educate: Make Sense Out of a Complex Topic

**Effect on Prospect:** A properly educated prospect is: capable of fully understanding the quality and benefits of your product and is more ready to make a buying decision immediately.

An uneducated prospect on the other hand is: more confused during the demonstration process, more skeptical and less trusting of the benefits of your product, and unlikely to buy your window product without further research or consultation from others.

In a recent poll from W&D Weekly, about 70% of participants said that "Homeowners shopping for replacement windows and doors want an education, which sometimes means a longer sales process."

The only problem is that as windows become more technically advanced, they become harder to understand.

What happens if you do a poor job educating your prospects - or worse yet, you confuse them?

- 1) They sit silently, afraid to speak up and ask questions, and decide that they need to learn more about the subject after you leave (without closing the sale of course)
- 2) They start asking you questions, putting you on the defensive, thus taking control of the sales situation

Needless to say, a confused shopper is very unlikely to make a purchase from you. Luckily, you don't need to be an expert teacher for your prospects to learn what they want and need to know before making a window purchase. Sales aids that explain window performance in simple terms and allow prospects to understand how various windows perform differently are available free of charge from EDTM.

#### Timing is Everything

The beginning of your product demonstration is the perfect time to take a few minutes and teach your prospects about the most important performance characteristics involved in choosing a window. Get on the same page with your prospect now, so you don't get into the demonstration only to realize the prospect doesn't have a clue what you are talking about.

Just tell them: "Before we go on, I want to make sure you fully understand the terms we're going to be using in the demonstration. Take a look at this form with me, and let's make sure we're on the same page."

### Involve Prospects in Your Demonstration

**Objective:** A prospect involved in the demonstration is more likely to understand the benefits your window will provide them with, so make it interesting and even fun. The odds of making a sale to a customer who is daydreaming through a lackluster product demonstration are slim to none.

A tell tale sign of a powerful product demonstration is when a customer takes a hands on approach as opposed to sitting on their thumbs watching you. Maximize your the impact of your demonstration by encouraging them to examine your samples and demonstration tools in their own hands. Work as the demonstration facilitator - verbally walking them through the demonstration while they do most of the work and find the results for themselves.

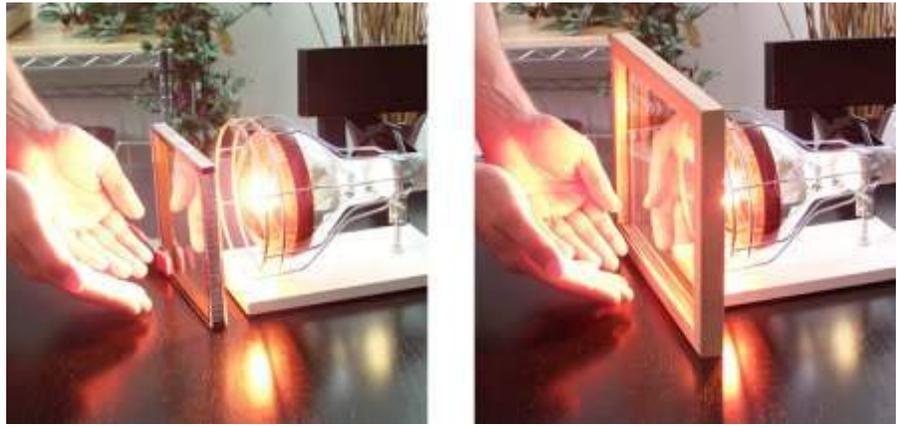
Just as the car shopper is the one that gets to take the wheel during a test drive, the window shopper should take the reigns of the product demonstration - seeing, touching and feeling your high quality product on the way to truly understanding how your product will benefit them.

A great way to get your prospects involved is by turning up the heat with an Infrared Heat Lamp. Perform the following demonstration that will stimulate your prospect's senses and hopefully make them sweat a little:

Start by turning on the Heat Lamp. The amount of heat the this lamp emits will immediately be noticed by your prospect.

Tell the prospect to think of the heat lamp like the sun, noting it can get up to 500 degrees. Have the prospect put their hands a couple of inches away from the lamp. Then, tell them you are going to try to block the heat with a glass sample (similar to what they have now if applicable).

Keep in mind: this is a subjective demonstration, but it will make your prospect start thinking about the consequences of having inferior quality windows in their home. Even though this demonstration didn't really give any quantifiable evidence about the difference your window makes, your next demonstration will...



Your prospect will be able to feel that your glass is superior to what they have now, or ordinary glass on the market.

## Prove Your Difference

Effect on Prospect: Proving the performance of your product reduces fear that they are "getting the wool pulled over their eyes." The less fear and fewer objections a prospect has, the more likely they are to purchase your window.

Remember this key point, and be sure to have this mind set: during the demonstration, a demonstration tool isn't just a tool that a salesperson uses. A demonstration tool should be used by the prospect to discover and prove for themselves that the window is worth investing in.

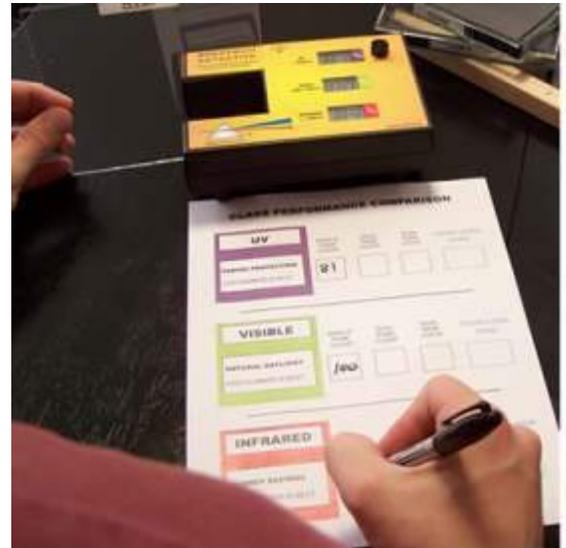
Anyone can read performance numbers out of their own product literature. To really make an impression, let your prospect discover these numbers for themselves while proving that you have a high quality product that will make their life easier and better.

Since you are working as the demonstration facilitator, they are actually proving to themselves that your window is worth investing in regardless of what your product literature says - which they may perceive as being biased.

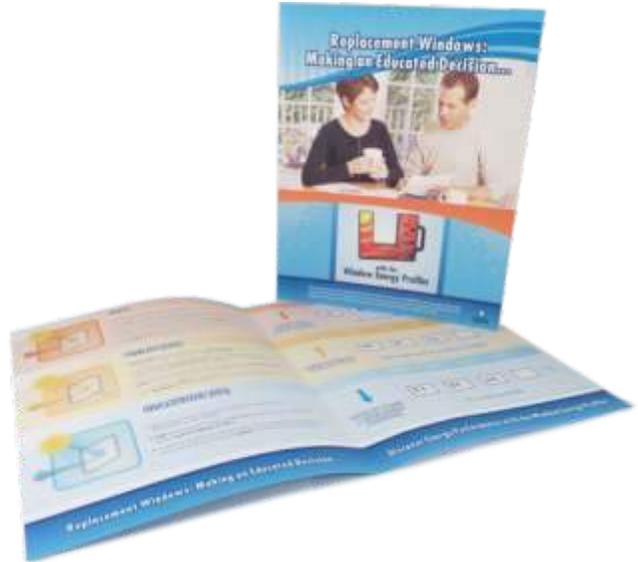
If there are at least 2 prospects you are presenting to, have one of them take control of the demonstration tool and the glass samples, while the other writes down the performance numbers on a sheet of paper to compare later.

Have the prospects start by testing and recording the lowest performing glass sample you have and continue until they get to your glass. During each measurement, explain to them the composition of each of the samples.

With the Window Energy Profiler (pictured below), users can test the performance data of their actual installed windows. Then, compare it to other glass samples and the window you are offering. This approach has numerous advantages over simply telling them how energy efficient your window is. You are utilizing easy-to-use testing devices to *prove* how superior your window is, and most prospects will appreciate your professional approach.



At left: Testing with the WP4500. At right: User is using SD2400 to test a glass sample and record the performance data.



There are a few various methods ways for recording and comparing the performance data of their current windows, other samples, and the window you are selling. Users could simply write them down on a blank sheet of paper or a salesperson could use any desktop publishing software to create their own form (above left picture). Once the data is recorded, the salesperson can help the prospects compare the performance differences.

Additionally, EDTM, Inc. offers the Sales Companion Brochure (above right picture). The brochure is professionally designed with ample space to record performance data. The brochure also provides a simple description of each of the performance characteristics. The brochure helps you translate performance data of your window into tangible benefits to your prospect. The combination of the Window Energy Profiler (page 6) and the Sales Companion Brochure is an *award winning* approach that will be sure to set you apart from your competition.

## Apply Performance to Their Situation and Needs

**Effect on Prospect:** When you apply performance numbers to what the prospect has placed the most importance on, the prospect will see your window as an investment to solve their problems and increase their quality of life - instead of an expensive product of a higher quality than they really need.

You have now positioned your product ahead of other alternatives in quality and performance, but that's only half of your demonstration objective. Make sure and apply these demonstration numbers to their situation. Do this by continuing to ask specific questions that will get a "yes" response:

"Can you see how this window is going to save you money on your energy bills every month?" (yes)

"Can you see how this window is going to protect your new carpet or priceless antiques or artwork from being damaged by the sun?" (yes)

Notice what happens when you approach your demonstration in this manner. They use your demonstration tools to prove to themselves that your product is of high quality and performance, and that it solves the specific problems they have already laid out earlier in the presentation.

Take a moment to examine the difference between this approach and the average sales approach:

**This Approach:**

- Prospects acknowledge ways that a window could make their quality of life better
- With your guidance, prospects prove to themselves that your window can meet those wants and needs

**Average Approach:**

- Salesperson tells prospects that their window is the best - focusing mainly on product features instead of benefits to the prospect
- Salesperson relies on convincing the prospect to trust them

## Translate Window Performance Into Tangible Benefits



**UV damage from inferior windows?**

or...

**Fading protection combined with high passage of visible Light?**



**Tangible benefits (not product features) will go the furthest towards your prospect choosing to buy your product.**



**Cash savings on energy bills every month?**

or...

**Throwing money away due to inefficient windows?**



You have done a great job so far. Closing the sale and getting referrals are all that's left.



## Step Four: Close



### Seal the Deal Today

**Objective:** The importance of closing the sale during your first contact with a prospect is no secret. This means more than not taking no for an answer or refusing to leave your prospect's home until they sick the dog on you.

The key is to offer the prospect something they need and give them incentives to take advantage of the deal you have to offer today.

#### The Best Way to Close

Many salespeople try to improve their closing rate by focusing on techniques and scripted lines they can use at the end of their presentation to overcome objections and even pressure their prospects into saying yes. In reality, it works much better to focus on closing from the moment you walk in the door. The best way to close is to give an exciting presentation with a dynamic demonstration that gets your prospect wanting your product before you even start measuring their windows and quoting a price.

Simply use the ideas and principles discussed in the Entry and Pre-Demonstration steps to learn about your prospect and their wants, needs and current problems. Your mission is to find out what these issues are because once you know them, you have the opportunity to address those issues (wants, needs and problems) during the Demonstration step before those issues can turn into objections during the closing process.



**Too many people think of closing as something they do after their presentation.**

**The best salespeople know that closing starts the moment the presentation starts.**

#### Positioning or Justifying the Product?

As soon as you learn about your prospect's buying criteria or the factors that weigh the most heavily on their buying decision, you have the opportunity to

position your product accordingly during the remainder of the presentation. Again, this has been discussed in the Pre-Demonstration and Demonstration steps, but it is so important that it bears repeating. The alternative to being proactive by positioning your product is falling into the trap of being reactive or defensive and appearing to justify or even make excuses for your product or price tag while your prospect is making objections. If you reach this point, you have lost a lot of control over the selling situation

Let's be honest though, no matter how well you learn about your prospects and position your product to them, you are inevitably going to run into plenty of objections or speed bumps on your sales calls, and even if you are more focused on preventing objections, you must be ready for them when they occur.

#### Creating a Buying Atmosphere

Before you start executing the closing process, relax. Many salespeople put too much pressure on themselves and the prospect to close the deal immediately, but if you are relaxed, your prospect will be relaxed. If you are tense, your prospect will be tense. You must make the atmosphere comfortable for your prospects and for yourself, so you can keep control of the situation.

There will be emotional highs and lows during the presentation and closing process. For example, prospects are generally excited during the demonstration when they see for themselves the performance of your product, and prospects are generally on an emotional low when you quote the retail price, but a comfortable atmosphere must stay constant.

**"Yes" Questions - Lead Them Down the Path**  
Remember that the person asking the questions is generally in control of the selling situation. During the Entry and Pre-Demonstration you asked open ended questions to learn about your prospects wants, needs and problems, then you shifted to close ended questions to lead them through the Demonstration.

You asked questions like: "Can you see how this

window is going to save you money on your energy bills every month?" or "It would be great to fill this room up with sunlight without worrying about UV damage wouldn't it?"

These questions help prospects make small decisions that they want your product instead of being confronted with the large, daunting decision of answering the question "Do you want my product?" If you get them to answer enough of these questions positively, you have done a great job with your presentation and the close is little more than a formality.



**Lead them down the purchasing path by asking mini-decision making questions. Each time they reply with "yes" they take a step towards buying your product.**

If you get a negative response to any of these questions, it's OK! It's better to get their reservations out in the open so you can deal with them. Keep your positive mental attitude, relax and use the following ideas.

#### Overcoming Objections

Be quiet. When your prospect gives you an objection, pause for five seconds or so. Give your prospect a chance to say everything they want, and don't allow yourself to jump in with a knee-jerk reaction to their objection.

Ask them to elaborate or explain further. Ask questions to make sure you pinpoint the real problem on which they are stumbling.

Empathize. Explain to them you understand how they feel and they have a valid concern. Use the feel, felt, found method explaining that you know how they feel, you've had lots of customers that felt the same way, but here's what they found – and then put them at ease about their concern.

#### Be Careful with Scripts

You already have a pretty good idea what objections you are going to run into on your sales calls, and if you don't, you need to find out. There are countless articles and books that deal with the idea of overcoming objections and closing sales. Many offer scripted lines to memorize and combat every objection under the sun. Scripted lines have a time and a place, but they often can sidestep a prospect's concern instead of addressing it directly which might annoy or even offend them. Don't overdo it with scripts. Instead, practice your presentation enough that you are comfortable talking ad lib about any concern or

objection you might run into.



**Scripted answers can have a time and place especially with beginners, but be careful with them because sounding scripted can hurt your credibility.**

#### Ask For the Sale

Here is another fundamental point that is often shied away from by salespeople. At some point during the closing process, you must actually ask for the sale. Don't count on the prospect to ask you to sell your window product to them. Asking for the sale can be done in a number of different ways

There are a few key things to remember here. First, ask for the sale at an emotional high point for the prospect instead of a low point. Ask the question in a way that you will either get a yes response or you will root out any lingering concerns or objections that they have kept from you so far. Don't ask in a way that maximizes the pressure you put on them and puts you at a dead end if they answer negatively. Asking "Do you want to buy this product now" puts a tremendous amount of pressure on the prospect, and gives them the opportunity to answer with a blunt "no."

#### Assume the Sale

A great way to ask for the sale is to simply move the sales process forward, assuming that the prospects are on board to close the deal. Go ahead and measure the windows so you can quote a retail price. Talk to them about the different options they have with each window, and help them visualize what it will be like to upgrade a room with a new window. Casually mention ways that new windows will make their surroundings better (protecting a valuable furnishing you see in a room or blocking heat through a window that the sun shines directly into). When you have the measurements, start writing up an order before you quote the retail price.

#### Quote the Price and Create Urgency

When you quote the price, give them the retail quote, and the discounted quote available if they take advantage of your offer today. Make sure you offer real

incentives for taking advantage of what you have to offer at this time instead of next week or next year.

**Negotiating - I Increase the Size of the Pie**  
Be creative in your negotiating. Many people view the negotiation process as a competition to see who can get a bigger "piece of the pie" while focusing mostly on the final price tag. Expert salespeople focus on increasing the size of the pie.

For example, if the prospect showed interest in a certain feature or style you have available while you were coming up with their quote, but they opted for a more economical choice, you could offer to include that feature or style for free if they take advantage of the offer at this time. You took the negotiation focus off of lowering your original quote, gave them extra incentive to purchase your product now, and they will be pleased that they received the extra value added feature free of charge.

Another common idea is offering a price discount for referrals or testimonials. They get the price discount they want, and you get the leads that can create sales making the price discount well worth it to you as well. Do anything to make sure you are creating a win-win situation for you and your customer. Remember that offering them a truly great deal will make them excited to share their pleasant experience with their friends and family, and you can't put a price tag on positive publicity and word of mouth referrals.

### Prevent Buyer's Remorse

Don't just make the sale and head out the door. Warm-down with your new customers and make sure they understand exactly what they will be receiving, exactly what and how they will be paying and the process of getting their new windows. Leave them with a written summary of all of this as well as your product literature. Along with that, leave the forms they filled out during the product demonstration

Don't forget to ask for referrals. They just decided to make an investment in a great product, so they should have friends or family that might be interested in doing the same. If they are uncomfortable with this, it is a great opportunity for you to ask questions and get to the bottom of their hesitation – you may address a concern that would have caused them to cancel the order after you left. If they are comfortable and willing to give you the names and numbers of friends and family, it's a great indication that they are comfortable with their decision.

Before you leave, ask them if they are happy with their decision. If you sense that they might still be slightly

uncomfortable, get to the bottom of it and address it while you are still there instead of finding out tomorrow that they cancelled their order.



## Step Five: Referrals and Testimonials

So you have just spent the past several hours working to get the sale. By the end you are tired, but the Prospect signed on the bottom line for the best Windows on the market. NOW is your chance to turn this success into more success. Ask for referrals or a testimonial.

### Referrals: Turn Your Last Lead Into Your Next

You are happy that you have just closed the sale but now you have no more leads. Now is the chance to replace the lead with preferable referrals from your new found customers. By this point, you are in the cool down phase after the close has occurred. You have gone through all the steps to prevent buyers remorse and are confident that when you go into the office tomorrow that there will not be a cancellation on your desk. Now ask for the REFERRAL; turn this success into another potential success.

Michael Zabec argues if possible to use a bird-dog fee to encourage the number of referrals you get through some sort of incentive program. If your company makes use of such a system then now is the time to make use of the system. Ask if they have any potential friends or family that they might know who would be in need of a new set of windows. If you have done your job well, customers should be happy to direct you to other friends and family they might know who would want windows. If they think of someone ask the customer to call this referral and open the lines of communication between yourself and them.

Another way of encouraging referrals is to explain your bird-dog fee system prior to leaving the home and stop back after the windows have been installed. This gives you a chance to stop in and make sure everything is up to the standard that the customer wanted. The customer will be impressed that you have stopped back in and will give you a more shining recommendation when you ask them to call their referrals and open the lines of communication between yourself and the referral.

It is a small point but asking for referrals should be done whether you close the deal or not. If you fail to close the deal and you have presented your material to the best of your ability, then you should have no problem asking them if they know anyone in the neighborhood who might be in need of new windows. They might recommend someone or they might not, either way, the worst that can happen is that they say no!

### Testimonials: Free Credibility

Objective: Testimonials create a reputation that can help to dispel any question about the legitimacy of yourself or your product. If past customers are willing to have you give their number to potential customers, they will be able to sing your praises directly into the ears of your perspective customer.

Testimonials are wonderful way to build up your credibility with new perspective customers. It is hard to deny the credibility of a salesman when he walks in with a thick book of testimonials singing his praises. Therefore once everything is down with a customer, the windows are in, the customer is satisfied, etc. ask for that testimonial. You should have no problem asking for a testimonial if you have done your job well, and the customer will be glad to write one if they are pleased with your work and product.

Anytime you don't ask for a testimonial and had the opportunity to do so, you gave up the opportunity of free credibility. A way to encourage testimonials is to offer a bird-dog fee similar to the one for referrals. If the customer would be willing to receive calls from perspectives and sing your praise to them, offer them some form of reward system. It is a good way to beef up your credibility later on and can only help in closing the later deals.



## Common Objections:

Every customer has an objection of some sort; it is your job to close these doors as they come up. Below is a list of several common objections you might face. Prepare responses to these in advance and be ready to deliver them when it comes time to sell.\*

- 1) "The price is too high! Too much money!"  
(Your response) "Mr and Mrs. Prospect, I know it's a lot but isn't it your experience that it's better to spend a little more than you planned than a little less than you should?"
- 2) "I'm not ready right now!"  
(Your response) "Mr. and Mrs. Prospect, it's a natural thing to want to put off a major decision, but let me share what some of my "happiest" customers have told me. They have told me they were concerned at first, but now that the product is working, they are sure glad they didn't wait and lose that discount."
- 3) "I want to check other prices; I'll get back to you."  
(Your response) "Mr. And Mrs. Prospect, just to clarify my own thinking ... There are three elements in making a good decision, and you have a question on just one of those elements, the price. What about the second element, the company, or the third element, the product?"
- 4) "I want to think it over; leave your card."  
(Your response) "Mr. And Mrs. Prospect, if you weren't serious about investing in my product you wouldn't waste time wanting to thinking it over, would you? You would just say No, wouldn't you? Let me just be sure of this-you did like my product, didn't you?"
- 5) "I don't like high -pressure sales tactics."  
(Your response) "Mr. And Mrs. Prospect, if your were my best friend, and I was telling you about something that could literally save you thousands of dollars, would you consider that pressure? I'm sorry if I came across a little strong, but it's because I have tremendous belief in my product and company, Can you forgive me?"
- 6) "I want to discuss it with my son/daughter/parents."  
(Your response) "Mr. And Mrs. Prospect, I'm glad you want to discuss this with your son or daughter because that means you are sincerely interested in my product, or there would be nothing to discuss. My experience with sons and daughters is that they are all cut from the same mold. If you see value, so will they. But because it's you who will be getting the benefit of the value, it really is your decision, isn't it?"
- 7) "I want to check out your company."  
(Your response) "Mr. And Mrs. Prospect, that's curious statement, One thing that is usually quite obvious to people is the strength and integrity of our company. However, this is no problem. Let me review the things you should check."
- 8) "I don't make a decision like this in one night."  
(Your response) "Mr. And Mrs. Prospect, I understand. I have a feeling that the reason we can't get together is not that you can't make a decision but that you want to be sure you are making the right decision. Is that correct?"
- 9) "The payment is too high."  
(Your response) "Mr. And Mrs. Prospect, I understand. You feel the monthly payment is too high. Let me understand clearly. If one way or another I could get that monthly obligation more in line with something you can afford, you would make a decision to go ahead with my product, wouldn't you?"
- 10) "I have lived a long time without your product; why do I need it now?"  
(Your response) "Mr. And Mrs. Prospect, you are at a point in your life where things should be getting easier for you, not harder. Wouldn't you agree?"
- 11) "I don't use financing. I'll wait until I can pay cash."  
(Your response) "Mr. And Mrs. Prospect, it's cheaper to absorb interest rates than it is a cost-of-living escalation. Here, let me show you."

- 12) "I won't make a down payment. I'll pay on completion only."  
(Your response) "Mr. And Mrs. Prospect, we do have a way to do this Let me explain. What I can do is write it up as 90 days the same as cash, and when the product is delivered, you will pay in full and the application and the loan are tossed into the garbage can. Sound fair?"
- 13) "I'll sign, but I have three days to cancel, don't I?"  
(Your response) "Mr. And Mrs. Prospect, of course you do. But if you have plans to cancel, please let's not bother with the paperwork. If I may ask, what part of this proposal is it that might give you a reason to cancel the contract?"
- 14) "The interest is too high: I won't pay those rates."  
(Your response) "Mr. And Mrs. Prospect, our rates actually are just about as good as they come We pass millions of dollars through this bank, and our customers get a preferred rate. Let me break it down for you."
- 15) "I'm too old; let my heirs buy the product."  
(Your response) "I understand. It seems that many folks from your generation sometimes aren't comfortable doing nice things for themselves. Let's look at it from you heirs' point of view; they love you, don't they?"
- 16) "My employment is not secure."  
(Your response) "I understand. Many companies make their people feel like they are on the chopping block. But you can't stop living and caring for your family."
- 17) "We want to shop other products."  
(Your response) "Mr. And Mrs. Prospect, I'm confused. You did say that our product was the product you wanted, didn't you? What is it exactly that you want to shop for?"
- 18) "I want to talk to other people who have you product."  
(Your response) "Mr. And Mrs. Prospect, that's great, but let me make sure you are aware that whenever you ask for referrals, you don't think a company would give you any bad referrals, do you? A company will give you only people who it knows are satisfied with its product or service. You need to be satisfied with the product and service, and the only way you can do that is to have the company give you a 30-day, money-back guarantee. You are the best referral we can give you, and you will be completely satisfied."
- 19) "I have other priorities (tuition, car roof, etc.)."  
(Your response) "Mr. And Mrs. Prospect, that makes you like most of us today, trying to lay claim to our income. Let me show you a way you can have both of these important things, and perhaps your total outlay will be even less than it is now. How does that sound to you?"
- 20) "I had a bad experience with another company."  
(Your response) "I understand, Mr. And Mrs. Prospect, that you have been burned before by what you considered to be a quick decision. Unfortunately, many of us have found ourselves in the same position and have had a similar experience. The sad thing is that about 5 percent of the business world consists of con men. And the other sad part is that person who conned you has taken control of your life; and unfortunately, he or she has thrown you into the constant state of procrastination and will always have control over you if you let that happen. What I mean by that is you are living in the past, avoiding, today, and ruining your tomorrow. How can you let that person continue to ruin you life by not acting on legitimate opportunities that are in the best interest of you and your family? Always remember, it's not a question of when you deal, but with whom. Let's go ahead and do this, OK?"

\*The previous 20 objections and responses come from Michael Zabec's excellent work *10 Steps to High Definition Selling* (available for purchase at the EDTM website). All previous remarks are property of Michael Zabec.

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## The Ten Do's and 6 Don'ts

The five steps we have presented to you in the previous pages are designed to be memorized. The good sales engineer will not only memorize the five steps but review them often and read other books on the subject. Obviously you cannot re-read the five steps before each sale. These 10 do's and don'ts are specifically designed as a short reminder to be read before the sales engineer goes in to present to perspective customers.

### Ten Do's

- 1) Dress to Impress: The rule is one level above the Customer.
- 2) Be Positive: If you aren't enthusiastic about your window neither will the consumer.
- 3) You sell the Best Product on the Market: Know It!!!
- 4) Create a Buying Atmosphere: From the moment you start the atmosphere needs to say BUY!
- 5) The Customer is Always Right: Find out what they want and cater to their needs.
- 6) Demo, Demo, DEMO!!!
- 7) KISS: Break down your complex points to simple, easy to understand points.
- 8) Ask for the Sale: If you are at the end of your sales presentation assume the sale.
- 9) Prevent Buyers Remorse: Easier to do it while you are in their home than on the telephone.
- 10) Always, Always, Always Ask for Referrals: Even when you don't get the sale.

### Six Don'ts

- 1) Don't say "Trust ME": If you have to make this statement during your presentation, you have failed! Used car salesmen say "trust me", you are not a used car salesman; don't act like one.
- 2) Don't Jump Right into the Demo: Lay the foundation for the demo.
- 3) Don't Leave Right After the Sale: Let the atmosphere relax and prepare the customer for buyers remorse.
- 4) Don't Make Excuses
- 5) Don't Come in Unprepared
- 6) Don't do High Pressure Sales





Electronic Design to Market, Inc. |  
[www.edtm.com](http://www.edtm.com)

745 Capital Commons Dr  
Toledo, OH 43615

email: [sales@edtm.com](mailto:sales@edtm.com)

Phone: (419) 861-1030

