The Science of Successful In-Home Selling with Dave Yoho and Brian Smith

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On Today’s Call...

Tim Musch
Patrick O’Toole
Dave Yoho
Brian Smith
The Science of Successful In-Home Selling with Dave Yoho and Brian Smith

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Stick Around Until the End!
We’re Giving Away Some Great Resources!
Leads, Leads, Leads & CD Package!
The Science of Successful In-Home Selling & CD Package!
Both!
FREE!

Your Feedback!
What is currently your biggest business challenge?

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Challenge</th>
</tr>
</thead>
<tbody>
<tr>
<td>38%</td>
<td>Closing Sales</td>
</tr>
<tr>
<td>49%</td>
<td>Consistent Lead Generation</td>
</tr>
<tr>
<td>2%</td>
<td>Production Issues</td>
</tr>
<tr>
<td>11%</td>
<td>Other</td>
</tr>
</tbody>
</table>
“The prospect/customer is the key ingredient in a sound sales methodology. How the prospect thinks and feels has to be the major consideration in the development of a sales system - - or that system will eventually fail.”

“Whenever an interaction between two or more parties takes place, for the purpose of establishing new ideas, exchanging goods or services, or the development of a relationship, some form of selling will occur and the skills of the communicator will determine the outcome.”
Myth #1
Selling is selling

Myth #2
People with a gift of gab make the best in-home salespeople.
Myth #3
The most successful in-home salespeople use high pressure sales tactics to succeed.

Myth #4
The inability to overcome objections (particularly price objections) represents the most common reason why salespeople lose orders to competition.

Myth #5
You can determine the effectiveness or efficiency of a salesperson by measuring the number of sales he or she produces vs. the number of presentations they make.
Myth #6
Prospects today are tougher than in years past. They have become shoppers and it’s impossible to use a one-call close.

Myth #7
Once you learn how to sell properly, you will never forget how to – it’s like riding a bike. The minute you get back on, you remember how.
“Closing the sale is the natural conclusion – to the satisfactory completion of all of the steps – in a sound sales methodology.”

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The 12 Most Common Reasons Prospects Give For Not Buying (or canceling)

1. Price is too high
2. Too much money right now
3. Had lower price(s)
4. Want to shop around
5. Didn’t see the value
6. Other options

The 12 Most Common Reasons Prospects Give For Not Buying (or canceling)

7. Uncomfortable with urgency to buy now
8. The salesperson was high-pressure
9. Incentive offer not believable

The Sales System

PREPARATION → APPROACH → RAPPORT → NEEDS ASSESSMENT (WALK AROUND) → COMPANY STORY → PRODUCT PRESENTATION → NO PRICE RESISTANCE → PRESENTING THE PRICE → PRICE RESISTANCE → TOTAL OFFER CONCEPT → TRIAL CLOSE → CLOSE → AFFIRMATION → BUTTON UP → CLOSE
The Realities of Price

- Someone will always have a lower price
- There will always be price objections
- You will lose some orders to a lower price

The Sales System

1. PREPARATION
2. APPROACH
3. RAPPORT
4. NEEDS ASSESSMENT (WALK AROUND)
5. COMPANY STORY
6. PRODUCT PRESENTATION
7. AFFIRMATION
8. BUTTON UP
9. NO PRICE RESISTANCE
10. PRESENTING THE PRICE
11. PRICE RESISTANCE
12. TRIAL CLOSE
13. TOTAL OFFER CONCEPT
14. CLOSE

“Price objections are the most misunderstood statements made by prospects and customers; they usually create a climate wherein the salesperson takes an attitude or action which is not in their own best interest.”
Price Objections

- Are raised for a variety of reasons
- Are seldom inhibitors to getting the sale
- Are most frequently tactics or conditions
- Seldom require you to construct a lower price
- Are reduced by a methodological response

Prospect’s Price/Value Perception

\[
\frac{\text{COST}}{\text{Need} \times \text{Desire}} = \text{Unfavorable Decision}
\]

\[
\frac{\text{Value} + \text{Need} + \text{Desire}}{\text{COST}} = \text{Favorable Decision}
\]
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Features:
- Custom designed
- Unique fabrication
- Special parts
- Preparation techniques
- Exclusive extras
- Special warranties
- Insurance protection

Value Perception:
- Savings
- Longevity
- Ease of use
- Efficiency
- Value at resale
- Customer satisfaction

Plus:
- Experienced company
- Service policies
- History of company
- Total responsibility

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March 31 (Dallas, TX)   April 15 (Atlanta, GA)   April 21 (Baltimore, MD)

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Yeah, But That’s A Lot Of Money!

1) Why 4 seconds?

2) What do you do next?
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# Realities of Using Sales Methodology

- **Cultural Blocks**
- **Emotional Blocks**
- **Perceptual Blocks**

## Special Offer to Webinar Participants

**Save $125**

### 8 CD’s Plus Workbook/Training Guide

Training Course for Sales & Management

- Why they buy, why they don’t
- Step selling, needs assessment, improving your “will rate”
- Uncovering prospect’s value system
- Selling your price
- Psychological laws of selling
- Your cultural, emotional and perceptual blocks
- Answering objections (including price)
- Avoiding rescission
- Trial Closes
- Getting the order

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More leads for less money
- Canvasing
- In-person scripts
- Rehash
- Confirmations
- Controlling lead issuance
- Database management
- Increasing referrals
- Self-generated leads
- Complying with “Do not call regulations”
- Comp. systems for canvassers, solicitors, demonstrators and showroom personnel
- Improving showroom operations
- Shows and events

**$195.00**

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**ACT NOW** - this offer only lasts until March 10th.

Check out the FREE video excerpt on “How to Sell Your Price” and use it at your next meeting.

Watch for a link in your follow-up email and make sure to view the rest of the FREE videos on our YouTube Channel.
**Needs Assessment**

- Build need(s) assessment
- Utilize mirroring and pacing
  - Write down key words - phrases
  - In early stages, imitate their “pace of speech”
- Price/value qualification
  - Examine budget amounts if possible
  - Price condition and implant “value of the visit”
  - Implant ease of payment system available
- Take measurements and implant “wow” statements

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**Needs Assessment**

- Re-establish reasons for acquiring product, completing project
  - Affirm their values
  - Have them sell you the product being replaced
- Create conducive seating arrangement
  - Power positioning (proxemics)
  - No territorial threats
- Take out order (form) – establish purpose – fill in correct name and address

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“Mr. Brown – thank you for the information. Here is what will happen –

Our representative will come to your home and examine what you want to have done -- and need to have done. If we can fulfill that need, we will give you an accurate written proposal on what your investment will be.

And if we can’t fulfill your need, we will direct you to a source which may be able to provide that service which you require.”
“Mr. Brown – Did my company tell you what we are going to do for you today?”

We will examine what you want to have done -- and need to have done. If we can fulfill that need, we will give you an accurate written proposal on what your investment will be. And if we can’t fulfill your need, we will direct you to a source which may be able to provide that service which you require.”

How do you determine the real reason that a prospect does not buy – or do business with you?

The Permission Statement

- Normally 3 types of responses
- The reason for it being in the customer’s best interest
- Precondition for closing statement at conclusion of presentation
- Nurturing voice – smiling face
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The Doorknob Close

“Incidentally - - One more thing…”

Questions, Questions, Questions!


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Why they buy, why they don’t - Step selling - Needs assessment - Improving your “spin” - Uncovering prospect’s value system - Selling your price - Psychological laws of selling - Your cultural, emotional and perceptual blocks - Answering objections (including price) - Avoiding rejection - Trial Closes - Getting the order

$179.00

8 CD’s Plus Workbook/Training Guide

More leads for less money - Canvassing - Incoming call scripts - Renew - Confirmations - Controlling lead issuance - Database management - Increasing referrals - Self-generated leads - Complying with “Do not call regulations” - Comp. systems for canvassers, solicitors, demonstrators and showroom personnel - Improving showroom operations - Shows and events

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Q&A
Brainstorm Meeting...

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Date: Thurs, February 25th
Time: 11:00 am eastern
Cost: No Charge!

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Lead Paint 2010: Are You REALLY Prepared?

- When: Wednesday, March 24th
- Time: 2:00 pm (eastern)
- Presenter: Paul Toub – Kachina Lead Paint Solutions

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- Both!

As You Exit...Please Take a Moment...

Please complete our quick survey for as you exit the webinar!