



The Influential SQP – Part II

Introducing IDEALS

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A Tried & Tested Process:

IDEALS

IDEALS

- **I**ntroduction - gain interest and attention
- **D**etermine needs/Discover information - ask open questions
- **E**xplain the *benefits* of your product or service
- **A**sk for commitment - call to action
- **L**eave relevant information - reminders
- **S**eek follow-up - set a timeframe to talk again

IDEALS

A sales call/discussion structure allowing the salesperson, to plan for and execute, consistently productive sales conversations

BENEFITS OF IDEALS



- You keep control of the conversation
- Logical and engaging
- Structure helps you to review the interaction afterwards
- Easy to learn and simple to follow

The IDEALS conversation

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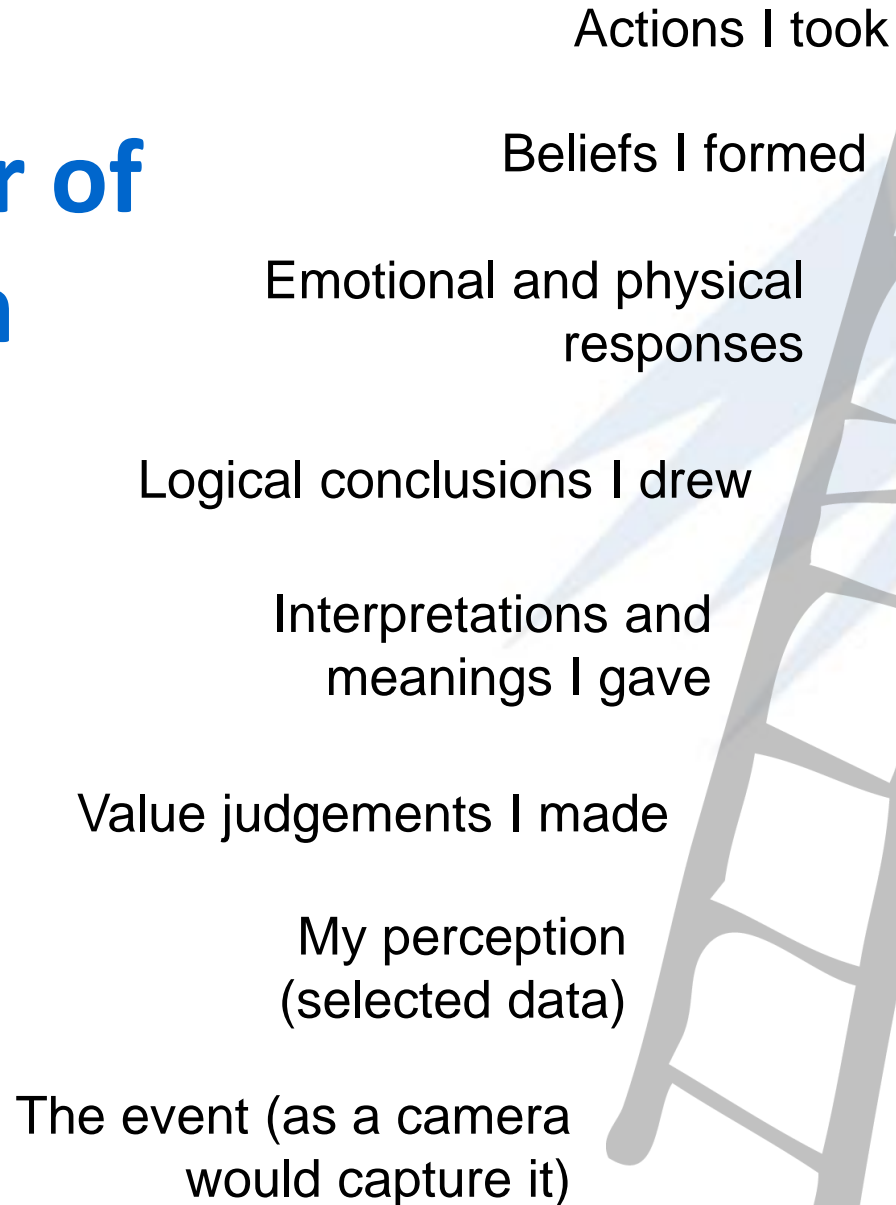
The Primacy Effect







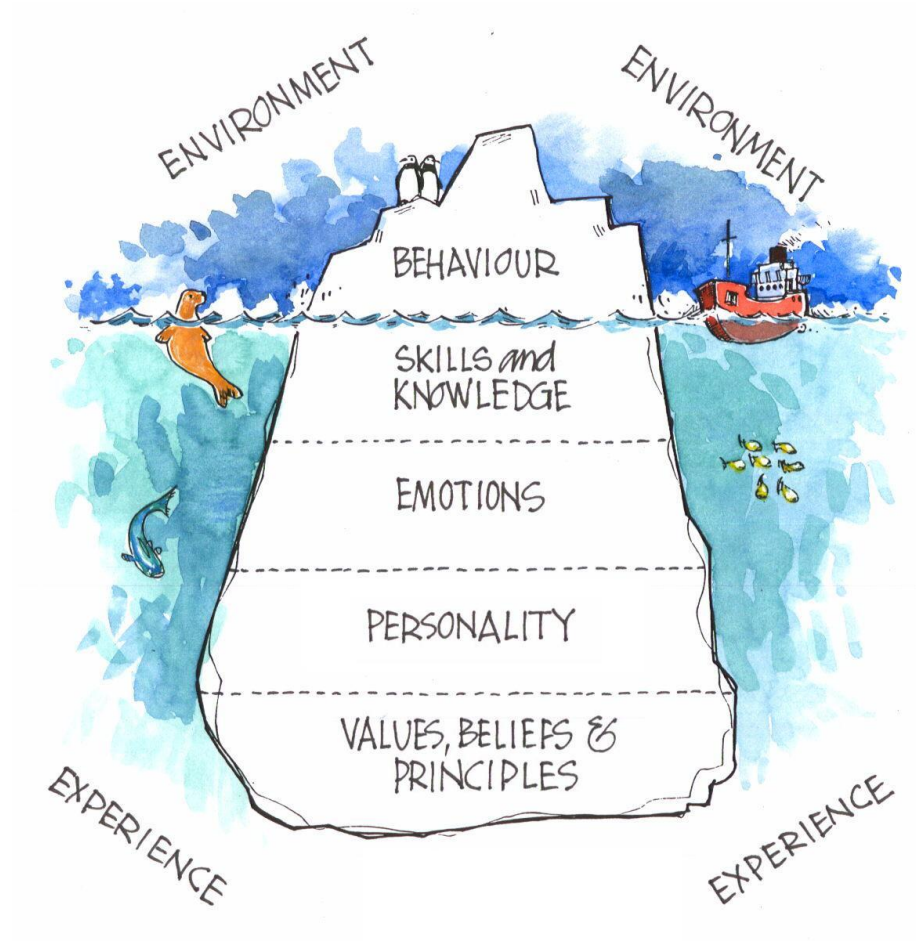
The Ladder of Perception



Ways to make a great first impression with your customers?



Behavioural Iceberg



Elements of our behaviour

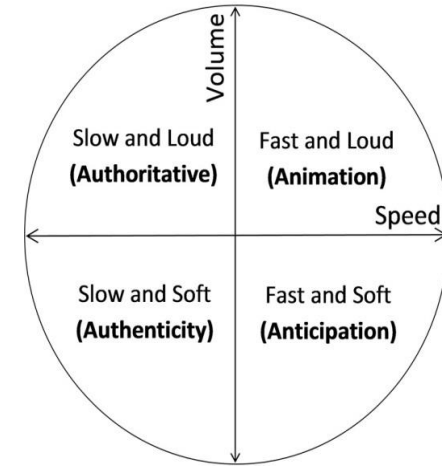
Language

10%



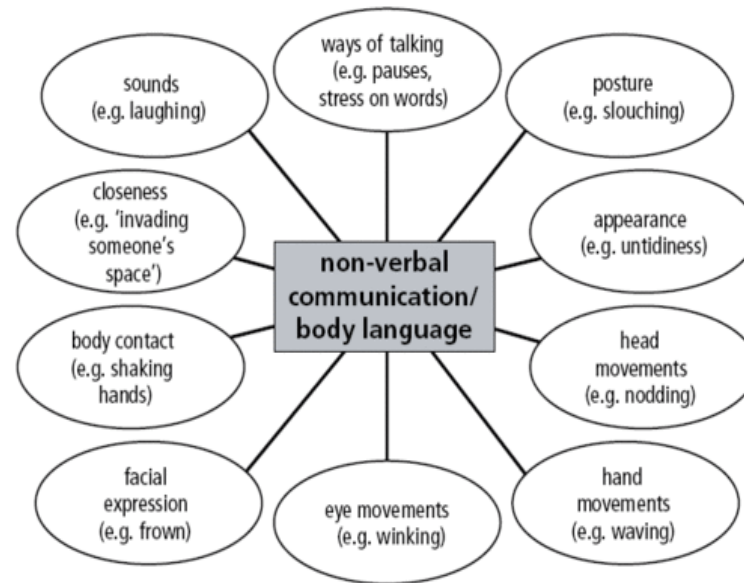
Vocal delivery

30%

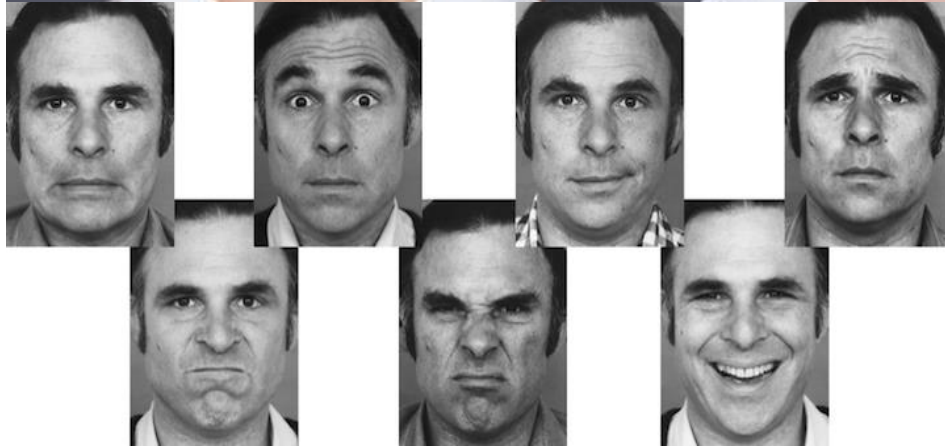
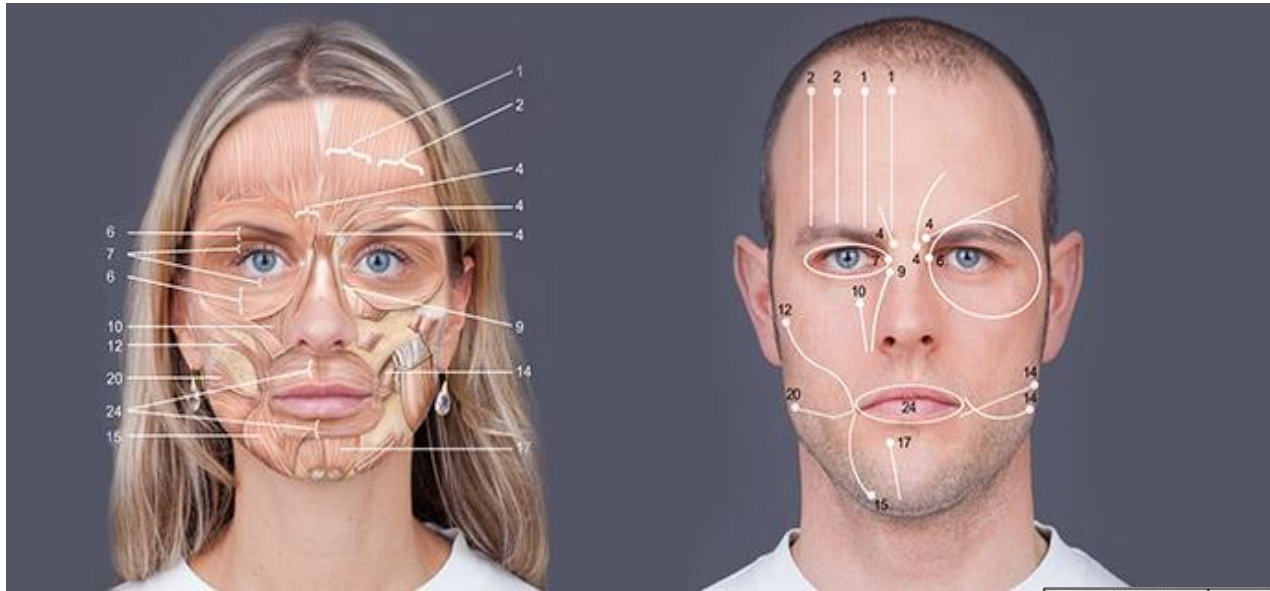


Non-verbal communication

60%



Facial Action Coding System - Eckman & Friesen



AU 1+2	AU 1+4	AU 4+5	AU 1+2+4	AU 1+2+5
AU 1+6	AU 6+7	AU 1+2+5+6+7	AU 23+24	AU 9+17
AU 9+25	AU 9+17+23+24	AU 10+17	AU 10+25	AU 10+15+17
AU 12+25	AU 12+26	AU 15+17	AU 17+23+24	AU 20+25

Elements of our behaviour

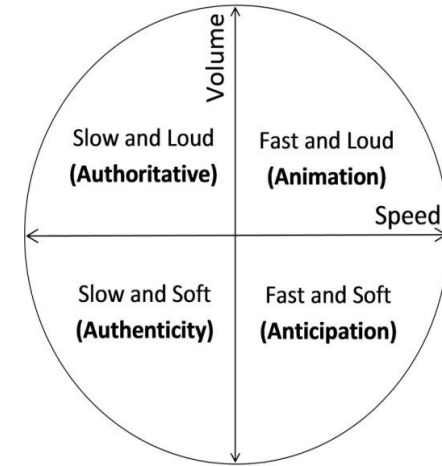
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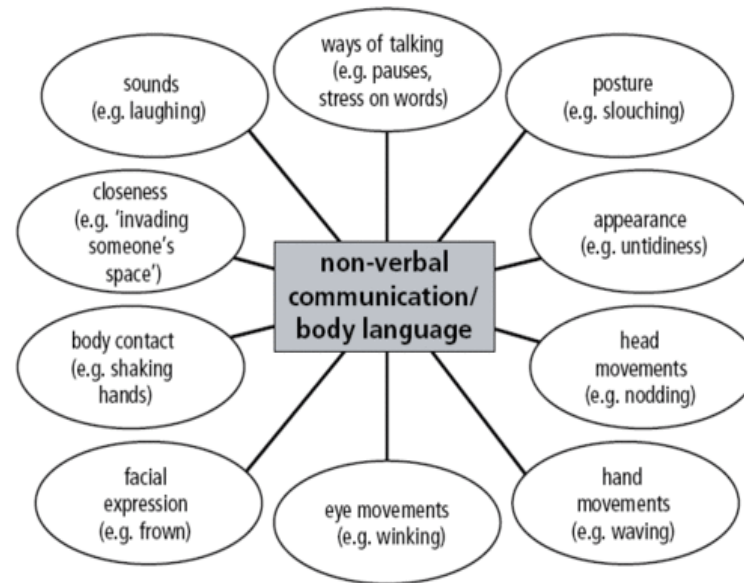
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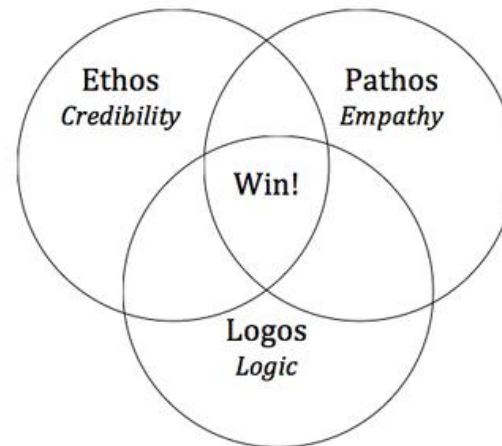


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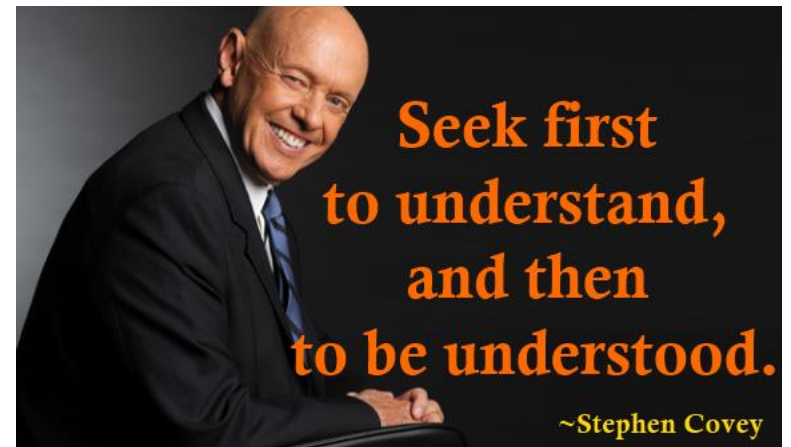
Aristotle's
Ethos
Pathos
Logos



Discover information

Determine needs

- Now think about what information you would need to gather from the customer before selling/recommending a product to them
- What's important to them?
- What are their *real* needs, what are they actually looking for?
- Remember to focus on the use of OPEN questions



Anything I can help with.....?

Do you need anything.....?

Looking for something in particular.....?

You OK there.....?

Would you like some more information.....?



DETERMINE NEEDS

- **Open questions begin with.....**
 - How
 - Who
 - What
 - Where
 - When
 - Why

..... then.....LISTEN!!



The biggest communication problem is we do not listen to understand.
We listen to reply.

DETERMINE NEEDS

Advantages of Open Questions

- Gets the customer talking so builds rapport
- Gives us information about opinions and needs
- Shows concern for the customer's attitudes and behaviour
- Keeps the customer involved and interested
- Person who asks the last question controls the interview

So whenever you are in trouble - ASK A QUESTION



ENGAGING QUESTIONS



- Thinking of our farmer who is casting an eye over the Cattle worming range in your store.....think of some of the engaging *open* questions that you'd be using to establish their precise needs

LET'S SEE HOW THIS WORKS!

ACTIVE LISTENING

Prepare to listen

Establish eye contact

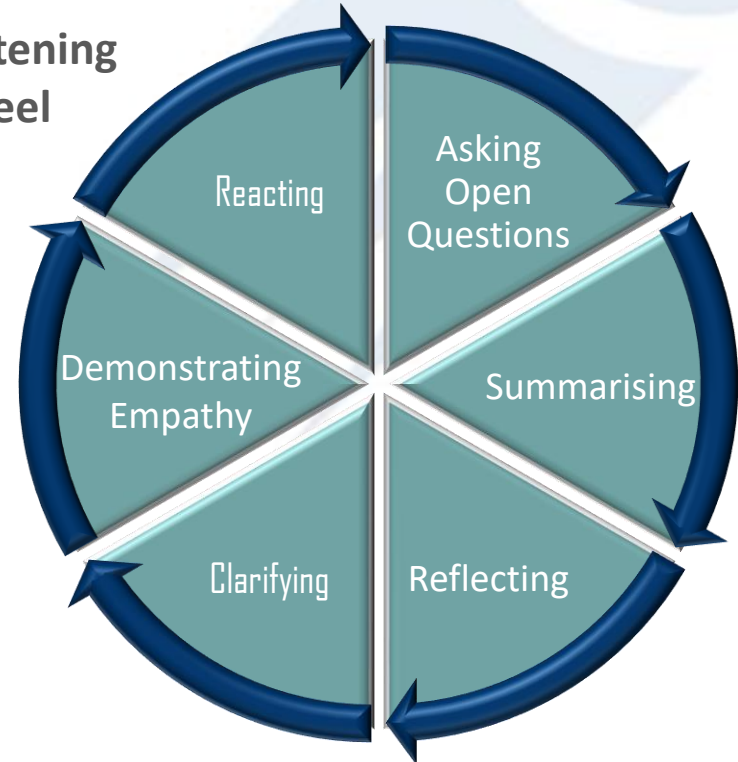
Encourage others to speak

Avoid interrupting

Focus on ideas and key points

Take mental notes

The Listening Wheel



DETERMINE NEEDS – USING CLOSED QUESTIONS



- Clarify and confirm
- Get the conversation back on track
- Allows you to build a 'yes' momentum