

## **People Plus Systems Equals Great Sales** **By Kelli Hoskins, Master Business Coach**

When you ask many of the greatest salespeople in history what their secret is, many would answer – personality. But when asked how to quantify and teach personality to others, these super salespeople are often stumped. Teaching great sales involves a major re-education and a focus on systems that make sales simple.

Sales scripts not only increase the sales of top performers but also produce amazing results for the entire team. One rule of thumb, which can be used in selling and in life, is that what you can measure you can manage and grow! The ultimate test of a superior salesperson is how consistent their results are and how consistent the results are for the entire team. Using a sales script achieves this consistency and makes the training of new team members simple and effective.

By introducing a sales system like a script, you can then measure conversion on a daily basis and your sales will automatically increase – guaranteed. So, exactly what does a sales script look like, how do you write one and how is it used? Let's look at this now.

A sales script is a documented, methodical, learnable, effective system of selling your goods and services. It is a written process on paper designed to give the salesperson control of the call (while the customer 'feels' in control) and create a desired result – the sale! It is written by your number one salesperson, in answer to the question – Exactly what do you say to a prospect to get them to buy your product? You may even choose to reward your top salesperson for doing this by offering them a great incentive such as a percentage of extra sales.

Let us briefly outline key parts of the sales script. Obviously, there are differences between sales scripts used on incoming and outgoing calls; however, I will just detail some of the universally used key selling lines taken directly from our sales scripts!

**The opening:** "Could I just outline the reason for my call?"

**Permission:** "Would it be okay if we go through the call that way?"

**Rapport Building:** "What's your biggest challenge right now in that area?"

**Below Waterline:** "What's most important to you in..."

**Paraphrase:** "Based on what you just told me, it sounds like..."

**Temperature Check:** "How does that fit with what you had in mind?"

**Secure the Sale:** "Would it be okay if I give you the steps in getting that process under way?"

**Conclude the Encounter:** "Congratulations and bye for now."

A script can be read, learned and must be practiced, used, measured and improved (if needed) to increase conversion rate of prospects to customers of all the team. Imagine taking the guess-work out of selling once and for all by using a system which makes your sales results less people dependent and more system dependent!