

Opening Moves:

- **The greeting:**

Six tips to an effective meet 'n greet

1. Stand up.
2. Step or lean forward.
3. Make eye contact.
4. Have a pleasant smiling or animated face.
5. Shake hands.
6. Greet the other person and repeat his or her name.

Three steps to a proper handshake.

1. As you're approaching someone, extend your right arm when you're about three feet away. Slightly angle your arm across your chest, with your thumb pointing up.
2. Lock hands, thumb joint to thumb joint. Then, firmly clasp the other person's hand -- without any bone crushing or macho posturing.
3. Pump the other person's hand two to three times and let go.

- **Name cards**

Four things to remember when presenting your name card

1. When you present your card to someone, hold the card horizontally, with the wording so the recipient can read it. Hold the card with your palm up and your thumb only slightly over the card and preferably in a white area of the card.
2. When you present your card to someone, make it a private event to show your interest in the individual. You should not give your card to everyone you meet at an event nor should you place stacks of your cards around the room. Aside from the fact that it is poor etiquette, people may think you are selling something and try to avoid you.
3. If an executive asks for your card, then present it to him. You should not offer your card to an executive unless you are asked. On the other hand, if you are talking with a potential client, it is acceptable to offer them your card so they can contact you.
4. Keep your cards in good shape. Do not present cards that are dirty or damaged. Using a case especially designed for carrying business cards will ensure your cards are always clean, giving people a good first impression of you.

- **The introduction**

Three steps to an outstanding opening line.

1. State your name clearly
2. State who you are with and what you do
3. What are the positive results of using your product or service is and why you are different in terms of benefits or results.

Take time to think through opening the lines you could use. Example of Opening Lines

- “It’s a pleasure to meet you. I am James from MiniWorkshopSeries, and I have an exciting new approach and fresh perspective in training to share with you today”
- “Hello, thank you for meeting me, I am Jane of MiniWorkshopSeries, and I am excited to share

some ideas on how you will stand to save over 80% of your training investment”

- “Good afternoon, I am Johan of MiniWorkshopSeries, and I am here to share some refreshing ideas on how you can implement an actionable and structured training program.”
- The **transition** to questioning
Here are some examples of statements you can use before you transition to questioning.
 - In order for us to service you better, it is important for us to understand your needs and requirements; may I proceed to ask you some questions?
 - For you to get the best solution, it is imperative that we understand your organization and requirements. May I proceed to ask some questions?
 - Before I proceed to explain in detail what we do, I hope to learn more about you and your organization so I can address your specific needs better.

The Art of Asking Questions

Good questioning skills are the key to the sales process - not only will you be able to piece together the prospects needs, wants and buying motives, you’ll also be able to demonstrate an empathetic and caring nature.....and as sales legend Zig Ziglar is fond of saying, “Your prospect doesn’t care how much you know until they know how much you care.”

There are three types of questions that come into play during your sales process - yes/no questions, either/or questions, and open-ended questions. Each has their own specific value during the time you spend with your prospect - and each also has their own potential downfalls. Here’s a bit closer look at how we will - and won’t - use each type:

- **Yes/no questions:** These are the shortest and simplest questions you can ask, and generally also have the least value to your process. The key to asking a yes/no question is that, for the most part, you only want to ask one when you know the answer will be yes. Mostly, we’ll use them during the demonstration, answers, and closing parts of the program as “confirming questions”.
Examples:
 - ❖ Don’t you agree that training is an intervention required to help you at work?
 - ❖ I understand that you have over 200 staff currently?
 - ❖ Do you see your organization as progressive in its approach in human performance management?
- **Either/or questions:** We’ve discussed these a bit already - the beauty of these is that there is no way to go wrong! It doesn’t matter how they answer the question, as long as they answer it. These are great for gathering basic information in the opening and preparing your prospect for the fact that you will be asking questions.....good either/or questions will get the prospect comfortable in talking to you before you hit the meat and potatoes of the selling process.
Examples:
 - ❖ Would you prefer to have MWS workshops in-house or in a public program?
 - ❖ Do you want to select the titles first, or discuss the requirements for the MWS Licensed Trainers?

- **Open-ended questions:** These are where the gold is. We will spend the most time discussing open-ended questions because they will unlock everything you need to make the sale. An open-ended question is one that can't be answered with a simple word or two - the prospect has to talk. The cool part is, everyone loves to talk about themselves - so as long as you select the right questions, and flush them out with add-on questions whenever possible, your prospect will literally draw you a roadmap to the sale!

Examples:

- ❖ What do you think of the present training systems in place?
- ❖ Could you share with me some of your achievements?
- ❖ What are your thoughts on the current development?
- ❖ How would you measure the effectiveness of a training workshop?
- ❖ What are the general challenges you faced with participants or their line managers?

If you want a successful career in sales, you need to master the art of the open-ended question. We'll start by taking a look at several keys that you need to remember about questioning throughout your sales process, which are especially applicable to the open-ended questions you'll use during the investigation step of the process.

The most important key to remember is the reason that questions are so important - the person asking the questions is in control of the sale. You want to use questions to lead the prospect through the process in the direction and at the pace you desire.

- **Using Mover Questions:** "Mover" questions are an excellent tool to remove awkwardness from a situation when meeting with a new prospect that may not have an immediate need or interest in what you sell. They are used to move the conversation along. It can be embarrassing to be in front of someone and at a loss for words, so preparing ahead and learning how to move the conversation along with "mover" questions will help alleviate this problem.

Generally, you would not use "mover" questions when working on the phone. If there is no interest from your prospect it is more polite to respectfully thank them for their time and end the call unless you are getting clear signals that the prospect is still interested in continuing the conversation. You need to go with your gut feeling on this.

Examples of Mover Questions:

- ❖ This is a beautiful facility/office. How long have you been at this location?
- ❖ Do you have other locations? Where?
- ❖ How many product lines or services do you offer?
- ❖ I have a client that might have an interest in your products; in passing your information along, who should I have him ask for? (This can be a very powerful question but only use it if the question is true because you may be asked what the name of the client is.)

The idea is to have questions that will encourage your potential prospect to talk about themselves or their business so that you can listen and learn about them. Never bombard them with questions. Use them to initiate friendly conversation. Many times, especially on an *Initial Personal Contact* call the company or

person you call upon may not have an interest in you, but they may know of someone who does. By your taking an interest in them it will make your visit more memorable. It often happens that they may be impressed with you enough that they'll pass your information along to someone else.