



10

Selling techniques
every salesperson
should **master**

INTRODUCTION

When it comes to sales, competition between reps often ratchets up to a sweltering temperature. Not everyone is cut out for the high pressure of sales.

Sales reps need to be analytical, empathetic, and intensely motivated. And even with all those talents, they still need the best tools and tricks on the market to outwork and outsell the competition, too. Sometimes, this means **upping your sales strategy** with the most successful selling techniques in the business. This could also mean employing **innovative field sales management software** like the Skynamo app, to empower your team with the tools to edge out the competition.

No matter how clever your sales team, effective sales strategies must center on building long-term client trust. Rushing into an off-the-cuff sales pitch is a recipe for disaster. On the other hand, taking the time to familiarize yourself with your customer can prove the secret to many a success.



SALES MASTERY AT A GLANCE

1

SPIN

Learn how to drill down into the key questions to close the sale.

2

SNAP

A quick guide to sticking to the core basics of selling.

3

CONSULT

Learn the power of building rapport with prospects.

4

SANDLER
METHOD

Learn how to leverage emotional appeal.

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OBJECTIONS

Discover how to handle objections like a pro.

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UPSELL

Upskill your upselling art for more value-add sales.

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CHALLENGER

Learn how to position yourself as the expert.

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HERO

Discover how to guide the hero, the customer - to success.

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HAMMOCK

Take full advantage of the hammock effect in sales.

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PARITY

Learn how to avoid the parity trap and win the deal.



Try integrating these 10 tried-and-true selling techniques into your strategy.

Alongside a robust field sales tool like Skynamo, these tips are sure to help your team in closing more deals quickly!

A large, stylized graphic of a hand in shades of purple and dark blue, with a dotted pattern on the palm and fingers, reaching upwards from the bottom left corner.

1

SPIN Selling

SPIN selling is all about drilling down into the key questions to close the sale. The letters stand for the four types of questions to ask your client to guide them along their customer journey

**S**ituation questions

These questions help reps understand the sale from the client's point of view. Try to see the buyer's circumstances through their own eyes. Taking the time to understand your prospect's exact needs helps you to deduce whether your product is even right for them, before burning time on a pitch. If the prospect does make sense, this helps you refine your angle.

**P**roblem questions

Now that you have a general sense of your customer, problem questions focus on the problems you can solve for them. By emphasizing these areas of concern, you indirectly put pressure on the customer to find a solution – ideally, *your* solution.

**I**mplication questions

These questions dig further into the problems unearthed by the previous sets. Here, analyze what these problems cost your prospect. This further emphasizes the need to find a solution, ASAP.

**N**eed payoff questions.

So, you know your prospect, you've pulled up their pain points, and you've highlighted all the costs to their business. Now it's time to ask: "Is there a better way?" Need payoff questions help to emphasize the ROI of investing in your product as a solution to their problems. They get the client thinking about how you will assist their business.

These four simple question categories will help you pull all the data you need out of your client, in a friendly conversation. However, to work effectively, you need to diligently record all this information for later use. You're going to build your SPIN answers into detailed customer profiles, after all. This is where field sales management software like **Skynamo** comes in.

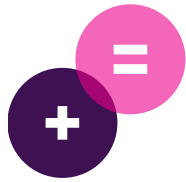
Skynamo provides customizable forms that sales reps can adjust and fill out on the fly, cataloging all this precious data for future use. Make voice notes with the app to further capture specificities, in the client's own words. And with a cloud-based, mobile-first design, sales reps can share this client info among themselves in real-time.



2

SNAP Selling

Despite best intentions, it's quite easy for a sales meeting to devolve into an info dump that leaves customers dazed and overwhelmed. While you want to give them all the information they need to make a decision, you don't want to overload them! You also don't want them to feel pressured into making up their minds on the spot. The SNAP techniques remind reps to stick to the basics of selling



Keep it Simple

Streamline your explanations or proposals to the simple terms possible. A lengthy explanation with too many intricate details to cover will only turn away customers instead of inviting them in.



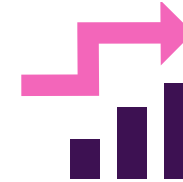
Be iNvaluable

Make your product stand out. Get straight to the point – what can your product bring to the table that competitors cannot? Give your buyer a reason to close the deal.



Always Align

The pitch needs to express that your goals are your client's goals – you are here to help them. Always look for ways to highlight how your targets, capabilities and values are a match with your prospect's own.



Raise Priorities

Figure out your prospect's ultimate priorities and take pains to emphasize them. Stress how your goods or services help them to achieve these goals. Help your prospect to visualize this happy partnership, and they're sure to take an interest.

A large, stylized graphic of a hand in shades of blue and white, with a dotted texture on the palm and fingers, reaching upwards from the bottom left towards the top right. The hand is set against a background of diagonal blue and white stripes.

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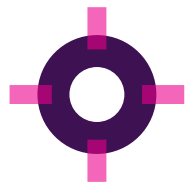
Consultative selling

At the end of the day, business is about relationships. The strongest partnerships are built on mutual trust, communication, and respect.

Considering this shocking finding by a McKinsey research initiative, that B2B companies often lag behind B2C peers in customer experience quality. In fact, McKinsey finds that B2B customer experience index ratings average less than 50%!

Consultative selling techniques, which focus entirely on building rapport before proposing any solutions, are uniquely poised to help B2B businesses escape these low-rating dilemmas. Many other traditional strategies push reps to immediately cut to the chase and offer a list of solutions. Consultative selling puts the specific sale on the back burner: **the customer's desires come first, and the product is secondary.**

A great consultative selling strategy employs authentic, genuine curiosity to build a customer profile. Ask conversational questions to stitch together a holistic view of your client, building a rapport in the meantime. Expand your question range beyond the precise transaction, and prod at their larger vision:



What are your goals? Where do you hope to take your company?



What is working well for you right now? Where are your operations not running quite so smoothly?



Any future plans? What's your end vision?



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A consultative selling approach is more freeform and dynamic than other techniques; still, it's better to go into the conversation with at least a loose plan already in mind. You don't need to map out every step, but do consider your overall strategy and how to execute it. As you ask more questions, build up the momentum and energy. This makes the person more relaxed and motivated as you barrel toward the final pitch.

4

The Sandler Sales Method

The Sandler Sales Method, like consultative selling, rests on an emotional appeal, rather than a straightforward sales pitch. In the Sandler Method, the seller positions themselves as a trustworthy partner to their prospect. This trustworthiness reverses the roles: in the end, the buyer persuades the seller to sell – or thinks they have. This selling technique requires a deep, emotional appeal to the buyer, so doesn't focus as much on facts, data, and confrontation.

The Sandler Method is all about building mutual investment in selling the product. Start with an approach similar to consultative sales: take the time to build rapport with the prospect at the start. Ask them how business is going, what their interests and goals are, and get some momentum flowing.

Next, communicate to your prospect what you would like to do in future meetings. This provides a brief overview of the process for the prospect and solidifies that you will be back to chat again.

Now it's time to identify your prospect's areas of immediate need. What is the buyer's biggest problem right now? Dig in with some probing questions; you've already built the connection that positions you as a friend. (And with your carefully detailed client profile notes in Skynamo, you can be sure the intimate knowledge carries between meetings – and sales reps!) Use these questions to land on a fitting solution from your catalogue.





Next comes the chat about pricing and budgetary constraints – but only after establishing needs. By pinpointing needs first, you center the conversation on the customer, not on the product. Ask your prospective client what their budgetary limits are, instead of dictating your product’s price. This allows for some flexibility in selecting the right product. Depending on what your prospect says, you may need to recalibrate your selling techniques at this point.

Above all, though, ensure that whatever you propose checks all of your customer’s boxes. The item you suggest needs to be an accurate solution for their problems! This is where the detailed data collection tools of a CRM software like Skynamo come in handy – with a careful catalogue of your client’s previous interests, problems, and hard stops, you can be certain that every meeting builds toward finding the

perfect solution. Seamless ERP integration also allows reps to pull up accurate, detailed product information at a moment's notice – when you get to talking product and price, of course. When your client can visualize and see how your product meets all of their criteria, selling will be a breeze!

Walk the customer through any signing or purchasing process once the stakeholders have approved your suggestion. Remember to take this time to bring up any cross-sell or upsell opportunities! The Sandler Sales Method is a tried-and-true winner because it brings the buyer and seller onto the same team. Both parties are heavily invested in finding a solution.





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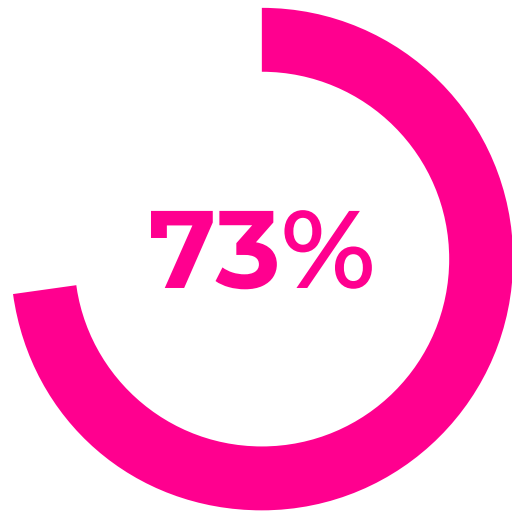
Handle objections like a pro

The best salespeople in the world never take “no” for a final answer – but they’re also not aggressive. Rejection happens: one time, two times, plenty more. You can put all the time into planning and honing your selling techniques, but you’ll inevitably run into a client with some objections and who wants to walk away from the deal. It’s important to remember how to deal with objections, let the rejection roll off your back, and keep pursuing a favorable end-goal.

A client's first objections aren't the time to throw in the towel. It's a sales rep's duty to roll up their sleeves and find a way to ease their concerns, continuing toward closing that deal.

When a client raises concerns, lead your response with empathy. Make sure they know that you understand exactly where they're coming from. Never move too quickly to dismiss their fears, and never leave a customer to stew over their objections. Do your best to alleviate concerns in the moment. Premeditated background research into your client and their company will help you generate a personalized response in the moment.





of sales professionals
use robust Field Sales
Tech to help close deals.

In addition to knowing your client, it helps in this situation to have a robust field sales technology with which you can access product details right away.

"Send me some information and I'll think about it," is frequently the death knell for sales pitches; it's easy for them to walk away from a follow-up emailed catalog.

With Skynamo, you can access all of your product data in the moment to walk your client through their concerns. The mobile-first app allows you to view catalogs both on and offline, so you truly can pull up the numbers no matter where you are. It's no wonder that, according to LinkedIn's State of Sales Report, **73%** of sales professionals use such technology to help close deals. **Carefully honed skills** and handy CRM software will help you conquer any objections!

A large, stylized graphic of a hand in shades of blue and white, with a dotted texture on the palm and fingers, reaching upwards from the bottom left towards the top right. The hand is set against a background of blue and dark grey geometric shapes.

6

Time upselling perfectly

Upsell, upsell, upsell! The art of talking customers into higher quality items, upgrades, or add-ons should be in every rep's arsenal of selling techniques. However, you need to do so in a way that doesn't come off as pushy or greedy. Rather, position the upsell as "more bang for their buck," or an additional helpful service.

For example, consider the act of purchasing a plane ticket. Perhaps you bought a ticket for a middle seat. At the checkout screen, you're offered an upgrade to a first-class or aisle seat for a small fee. How does the airline company get you to go for the upgrade?

Upselling depends on a consistent and continual sales push. In the case of the airline, this manifests in the several screens and follow-up emails after you make your purchase. Even after a sale has nominally been closed, a check-in phone call every once in a while can generate a successful upsell down the line, as the client realizes they want more. Send periodic newsletters or brochures with product updates and sales catalogs to all clients. The idea is to nurture the relationship between buyer and seller until they are ready for more business.





Remember, your upsell pitch is about helping the customer, not selling to them.

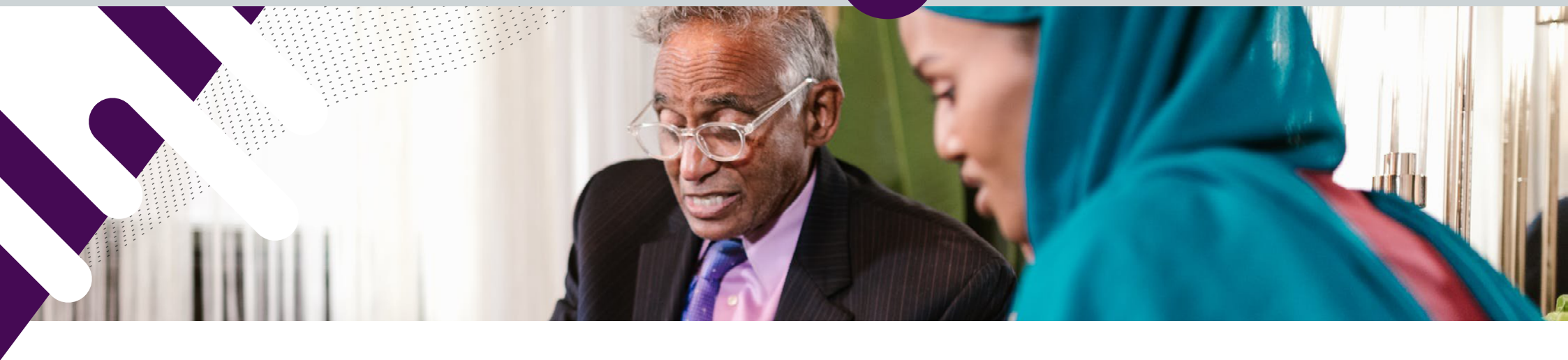
Find an area of their business or life that needs improvement, and explain how this alternative or additional product or feature can help them out.

Finally, it's important to maintain a sense of urgency when upselling – without being pushy. Try to instill an idea of time sensitivity to your upgraded goods. Consider the airline again: first-class and aisle seats are limited, as are the days until your flight. There is a natural urgency to the product! While obviously not every upsell item has these built-in cliffs, position your upsell as something with a limited window.

7

The challenger sale

We've covered the importance of relationship-building before, during, and after a sales pitch. But what if the client has no interest in a deep business relationship?



Sales has changed. Especially in today's internet age, many people are too busy or inundated with information to invest time and effort into getting to know everyone.

Not to mention that today's consumers come to the table more informed than ever, thanks to the internet. They may already know all about you and your product, and prolonged wining and dining only eats up their valuable time. When this happens, consider taking the challenger approach.

The challenger model operates on a more direct selling approach than many other techniques. While it does still require empathy and connection – especially later – you are here to command the pitch and drive with hard data. Do your background research and open with your probing questions to get to the heart of your prospect's highest-priority needs.



Reframe their problem into one that can be solved by your product – after all, they come with their own information and understanding, but they may be stuck in seeing the situation only one way. Pour the facts on to back up your new angle. People want to see proof of any problem you bring up and evidence that your proposed solution will indeed work.

Follow up with an empathetic approach and show solidarity with your client's condition. They have the facts, and now they need to be reminded that you're looking out for their best interest. Now it's time to propose your solution – because that is what you are pitching them: a solution to this newfound problem, not just a product.

While incredibly useful, the Challenger approach is one of those selling techniques that can be difficult for a new sales rep to pull off correctly. It requires a careful balance of cold data and a warm guiding hand, and is not necessarily the most intuitive strategy. However, experienced sales reps can use this model to great effect.

8

Paint your customer as the hero

The focus of any pitch should never be on the salesperson. At the end of the day, no product gets bought without buyers – so the buyer needs to take a prominent position in the negotiation. This doesn't mean that the customer is your boss! But they are the protagonist in the story. You are just there to serve as their guide. Your role is to shepherd your hero (the client) to their ultimate goal: *a solution, which just so happens to be your product.*



Your prospect needs to be convinced that you have their best interests at heart. Show them how following your instruction will make them the hero of their own story. For example, displaying mock end results or customer testimonials for your product or service is a simple way to demonstrate what you have to offer.

If someone is considering remodeling or buying new appliances for the food and beverage department of their building, show them a model of what a new vending machine or remodeled kitchen might look like. Go above and beyond in your attempts to satisfy the client: they'll take notice, and realize that

you're not just treating them like another number.

Demonstrate how your product works. Walk the buyer through a step-by-step process of how to use or acquire the merchandise. If someone knows how an item works before buying it, many of their sales pitch anxieties will naturally dispel themselves!

The right guide knows how to lead others in a commanding way. Don't forget that even after product demonstrations, explanations, and rendered images, it's still crucial to call the buyer to action, informing them exactly why and how to buy the product.

9

Leverage the "hammock effect" on your presentations

The so-called "hammock effect" is a phenomenon in which it seems people most clearly remember the first and last parts of a presentation. As a sales rep, it's nearly impossible to curtail this – it's just the way our brains work. That being said, you can leverage this to your advantage, rather than fighting it.



The hammock effect presents the clever sales rep with a guide for shaping their presentation. Plant strategic data points and stand-out information in the introduction and conclusion. Emphasizing the right information at memorable stages this way will help you seal the deal!

Of course, don't lean into this natural effect too much. Before packing all your substance into just the intro and conclusion, remember that letting audiences fall asleep in the middle of the presentation is also not a recipe for success. Unless there's free coffee nearby, you'll need to reassess your communication style and correct any bad habits.

You should ideally break your speech every 10 minutes or so to re-engage the audience. There are a number of quick and easy engagement strategies you can employ here. For example, take a moment to conduct a product show-and-tell. Physically demonstrating an object or fact to the audience not only boosts your credibility, it also draws eyes back on you. (Of course, whatever data you provide needs to make jaws drop and strengthen your sales pitch.)

A quick Q&A session midway through the presentation is another great strategy to re-engage, assess retention, and clear up misunderstandings. Remember to use the audiences' questions to solidify your positions!





Video breaks can also break up space in an engaging way, but use them with caution. Be careful not to play a video that's too long, lest it lull your audience to sleep. In addition, a video that outshines your own presenting skills can make your presentation look boring by comparison. Always consider whether a video is appropriate for your circumstances or not.

The hammock effect presents a difficult challenge for salespeople, especially if public speaking is not your strongest skill. At the same time, understanding the hammock effect can help you craft the perfect presentation for the room. Responding with the right selling techniques may be what closes the deal for you.

10

Avoid the parity trap

The parity trap refers to the (real or perceived) differences between your product and your competition. If you cannot speak to what makes you unique, then the entire sales process becomes more of a price war than anything else.

This is why it's important to stress benefits instead of features. In other words, don't explain what the product does. Show the customer what the item will do to make their lives easier. Use specific details and vivid imagery to demonstrate what the item can do for them. The manager or business owner you're selling really only cares about one key question: How will this product add value to my company?

Another way to avoid the parity trap is by explaining the overall purpose of a product, and how it fits into your prospective customer's life. When selling a vending machine to someone, don't just list the prices and colors it comes in. Rather, elaborate on the deeper purpose: explain how employee morale will improve when they realize that their boss is looking out for them by providing food and beverage options. Using subtle selling techniques like appeals to a greater vision will help differentiate your product from the competition.



A photograph of a man with dark hair, a beard, and glasses, wearing a light blue button-down shirt. He is smiling and looking down at a tablet computer he is holding. The background is a blurred office setting.

EMPOWER YOUR SALES TEAM WITH THE RIGHT TECH SOLUTION TOO

Nowadays, an exceptional sales rep knows how to integrate technology to help them seal the deal – work smarter, not harder, as they say. Selling techniques haven't changed that much over time, but how sales reps use the information at hand has changed dramatically.

A robust mobile CRM and ordering system like **Skynamo** is just the tool your sales reps need to level up their sales pitch. Automatically generated forms and notes help your team keep on top of every detail of their client profile so that they can make the most personalized pitch possible. And on the back end, the app's **inventory management**, invoice processing, and data analytics tools streamline time-consuming administrative processes, letting your sales reps focus on selling. The cloud-based interface keeps all this information right in the palm of their hand.



What are you waiting for? Get the sales app that gives you clarity, keeps you connected, and helps you hit your targets! **Reach out to Skynamo today** for a quick chat on what this easy-to-use sales software can do for you.



"Wonderful, efficient and commercially valuable"

 Best Relationship Small Business SPRING 2022	 Leader SPRING 2022	 Best Support Mid-Market SPRING 2022	 High Performer Mid-Market SPRING 2022	 Easiest To Use Mid-Market SPRING 2022	 Momentum Leader SPRING 2022
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