

NOMAD BUSINESS COACHING

Sales Training Staff Handout

Highlights to remember:

- In a good sales situation:
 - **SERVING is the purpose**
 - **QUESTIONING is the process**
 - A sale may be the **SOLUTION**
- There has always been a system of exchange in humanity. Currently we use money as our exchange system. Remember that money is a powerless, arbitrary physical object, but it takes on and transfers the energy WE put in to it.
- Never project your personal feeling about money onto the person you are selling to. If you do this you are actually discriminating! Perhaps \$1000 is a lot to you right now, but that doesn't mean that it is to the customer.
- Numbers can't lie. Generally speaking a studio that is bringing in more money has a higher commitment level in their students.
- **People like people, like themselves! Establish a rapport as early as possible. Remember: MIRROR & MIMIC** (be careful not to sound condescending or like you're poking fun)
- To effectively sell a product you must truthfully believe in it. Therefore, if you want to get more confident selling, become more confident in knowing and believing in your product.
- Always be honest and direct. Always stay positive.
- Follow a script. A script is what separates the professionals from the amateurs.
- **The job of the owner is to get people in the door**
- **The job of the desk staff is to sell**
- **The job of the teacher is to get people to want to come back**
- **The sales person is in charge of the structure.**
- **The prospect is in charge of the content.**

- Price is less important than VALUE. People make purchasing decisions based on emotion first and then back it up with rational thoughts. The rational thinking can only back up an emotional response. **Therefore we want to have a conversation based in emotion not rational.**
- **Talk benefits, Sell Benefits, Talk benefits**

Selling structures:

Intro:

Welcome / waiver

Sign In

Sell intro (what most people do is...)

Educate (sign in, mat and towel, phone call etc.)

Introduce to Teacher “Have a great class”

Membership:

Solicit conversation (How are your classes going? How many classes is this now? Have you thought about what you’ll do when your Intro/pass is up?)

Ask questions (What do you want to get out of your Yoga practice? What are your goals?)

Affirm / Reassure (You’re in the right place!)

Recommend (We recommend that you maintain a 2-3 day a week practice... The best option is our Annual... What most people do is our Autopay)

Listen

Close