

The Five Step Sales Process



Neil Rackham's Study of 38,000 People

- 80% of buying decisions are made after 5 or more strategic points of contact.
- 92% of salespeople give up by the 4th NO.
- 60% of people say NO - 4 times before saying yes.
- Sales people who put the most effort into the early stage of the process sell 27% more than those who focus on the middle and end of the process.
- Focusing on closing techniques gains fewer sales.
- Focusing on product features and benefits gain fewer sales.
- Open-ended questions did not prove to be more effective.
- Successful salespeople do not plan what they are going to say— They plan what they are going to ask.
- 88% of companies surveyed expect sales people to prospect.
- 3% of sales people surveyed demonstrated that prospecting is a productive exercise.
- Successful sales people build strong needs.



Common reasons why sales fail to be made

1. Our failure to **ED** _____ our customers on our **V** _____ is why we lose sales.
2. Our failure to test and **M** _____ conversion rates at each stage.
3. Being active is not enough, We need to be **E** _____

Successful sales people are not value communicators. They are value creators. Info givers are out – solution providers are in!

When you approach someone, they will have an experience of your organisation on two levels.

- The BUSINESS level.
- The PERSONAL level.

The sales call is the most critical Moment of Truth. It needs a deliberate system and standards.

- A system that is measurable.
- A standard creates consistency.

The 5 Step Sales System Explained

Should you make sure you use each step of the process?

OCCURANCE: What is the event that you are going to action. Each one will be different and will lead us along a path to a successful sales situation. Examples of OCCURANCES might be:

1) _____

2) _____

3) _____

4) _____

5) _____

6) _____

PURPOSE: What is the purpose of each step.

One purpose of every step is to get you to the next step. What is the other purpose? Why is this step here?

What value can you add at each step?

Examples of PURPOSES might be:

1) _____

2) _____

3) _____

4) _____

5) _____

6) _____

SPECIFICS: What has to specifically happen to make the Occurance successful and allow you to progress to the next step? What detail needs to be addressed to make such a thing happen?

Once again, is there something of value you can add to make the sales "moment of truth" a memorable and positive one?

POSITIONING: Your positioning at each step must be clear. It incorporates the WIIFM's for your client. People will follow you when there is clear reason to do so.

As you go through this process it is important that you keep control of it

Always keep it in motion. Make follow up appointments as you go through each step. Link each step into a whole process.

SUCCESS = an order or advancement to the next step.

FAILURE = Continuation or NO sale!



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The 5 Step Sales Process



	Occurrence	Purpose	Specifics	Positioning	Conversion Ratio
1.					
2.					
3.					
4.					
5.					
6.					