

ebook



MAKING
SALES
IN TOUGH TIMES

By *RiRiOkoye*



CONTENTS

Introduction	2
The Selling Mindset In Tough Times	3
Understand Buyers Behaviour	5
Selling In Tough Times	7
Sales Strategies In Tough Times	9
How To Convert Clients From Competitors	13
How To Overcome Sales Objections	14
Words That Sell	15
Sales Phone Scripts	17
Sales Objection Scripts	18
Recommended Reading	19

ALL RIGHTS ARE RESERVED

No part of this eBook may be reproduced, stored, in a retrieval system or transmitted by any means without the written permission of the author.

Introduction

Welcome to **Making Sales in Tough Times** ebook

During tough times, there is more resistance and objections because of uncertainties and in this ebook, you will discover the skills and techniques needed for success. It is a useful guide to help you learn and discover the best ways to sell effectively even in tough times.

This ebook is divided into the following sections:

- The Selling Mindset For Tough Times
- Understand Buyers' Behaviour
- Selling Techniques in Tough Times
- How To Convert Clients From Competitors
- How To Overcome Sales Objections
- Bonus - Words That Sell

To make the most of this eBook, after each section take a moment to pause and answer the following questions:

How can I improve my sales goals? What will I do differently? Why does it matter?
Who else can benefit from these ideas? Where do I need to make changes?

If you find this ebook useful and you want to dig deeper, the mini video online course for this course is available at a discounted rate just for you.

Get into touch with me today at coach@ririokoye.com

I'm dedicated to serving you

RiRi Okoye

High Impact Marketing Coach

The Selling Mindset In Tough Times



"People don't buy products; they buy the results the product will give them." Brian Tracy

There are three principles that never die in sales even in tough times:

- Sell something customers want
- Deliver consistency on your promise
- Do it better than your competition

It's important to have a strong selling mind-set especially during tough times and it's equally important to know the principles of selling.

Principles of Selling

Selling is a predictable, logical step by step process like a production line which means that if you have the right things in place, you will sell better.

Selling is about putting the right parts together to get the correct end product.

Ask yourself these questions?

Is your product or service ready for selling or is it half-baked?

Do you have the right pricing strategy?

How will you promote your product so that more people will know about it?
How will you distribute your product?

What I have described to you are the 4 Ps of marketing and if they are in place then you will sell better:

- You sell more when you stop selling
- Don't push product
- Teach people something
- Be more of an expert/ advisor

Confidence

Most business owners I meet don't like selling because of the fear of rejection but you can't grow your business to 7 figures and above if you don't master this skill. I used to be that way and realized that it was because I too feared rejection. But I changed my mind-set. Now, when I face rejection when selling, I say 'Next Opportunity' and look for the lessons learned and better ways to sell my products.

You must be **passionate** about your product/ services. Find **qualified customers** – ask the right questions. You should help make decisions that are **good** for them so that means sell the **benefits**.

Example of Benefits

These are the benefits of reading this eBook

- Learn how to plan your sales strategy
- Gain valuable skills in selling in tough times
- Understand why people buy so you can sell better
- Discover proven sales techniques to generate more revenue into your business even during tough times
- Learn techniques to overcome sales objections

Now go ahead and list your top 5 benefits in your notebook.

Question Time

- How can I improve my sales goals?
- What will I do differently?
- Why does it matter?
- Who can else can benefit from these ideas?
- Where do I need to make changes?

Understand Buyers Behaviour



Great Point - "Buying motives are more powerful than selling skills"

These are the general reasons customers buy:

- It's convenient
- The price is right
- They like you
- They know the brand
- They trust the brand
- They like the packaging
- The product is right
- They want to show off
- Peer pressure

If you dig deeper, you will realize that customers buy for emotional and logical reasons. See example of a customer's thought process for buying an office dress.

I need an office dress.

I should be able to get something in my budget.

I want to look good at the next meeting.

Oh, look at this one. The fabric is nice even though it costs more than my budget. I want to look like a boss lady.

Hmmmm I will try on something cheaper.

But I really like the more expensive dress.

No doubt I will look and feel so much better in it. It will last longer so I will get it.



Emotional Reasons

- I want to look good at the next meeting .
- Oh, look at this one. The fabric is nice even though it costs more than the budget.
- I really like the more expensive suit.
- No doubt I look and feel so much better in it.

Logical Reasons

- I need an office dress. I should be able to get something in my budget.
- I'll try on this cheaper one too.
- And this nicer fabric will last longer than the cheaper suit. I will get it.

'No one says yes logically...they say yes emotionally then they defend that decision logically". Tom Hopkins



"She doesn't just want the bone straight weave that you are selling, she wants to look good."

Question Time

- How will it help me with my sales goals?
- What will I do differently?
- Why does it matter?
- Who can also benefit from these ideas?
- Where do I need to make changes?

Selling In Tough Times



"Tough times never last but tough people do" Robert H. Schuller

What is happening internally?

- Staff reduction
- Salary cuts
- Early retirements
- Advertising budget cut
- Potentials suppliers call more
- Panic because they don't know what's happened

What is happening externally?

- More price resistance from buyers
- Buyers try to negotiate lower prices
- Phones ring less for orders
- Price objection goes beyond normal

Fear in Tough Times

Customers are afraid to be sold to and of making mistakes. They also fear being lied to and incurring debts. Most customer have these fears from past bad experiences.

How to respond to customers in tough times:

- Be optimistic and pleasant
- Offer superior customer care
- Know your products
- Stock available products
- Make sure it's easy to do business with you
- Ensure technical support is on hand
- Follow up on a promise
- Provide after sales care
- Never stop learning sales methods

In tough times, do not be a seller, be a personal advisor. Get customers to know you, like you and trust you. Be honest and show empathy.

Use Empathy

Empathy is the ability to identify with customers, to feel what they are feeling and to make customers feel respected.

- It builds trust
- It's the differentiator
- Brings credibility

Write phrases that show empathy

Fill in the gaps

- I can understand how frustrating it is when...
- I know how confusing it must be when...
- If I were in your position, I would feel just as you do
- This is no more acceptable to us than it is to you.

Question Time

- ▶▶ How will it help with my sales goals?
- ▶▶ What will I do differently?
- ▶▶ Why does it matter?
- ▶▶ Who can also benefit from these ideas?
- ▶▶ Where do I need to make changes?

Sales Strategy In Tough Times



If you are planning to make sales in tough times, then you need to be intentional and focused on your sales goals.

Answer the following questions:

- How much money do I need to make?
- What are my expenses?
- How many do I need to sell per year to cover all my expenses and leave me with a profit?
- How many is that per week?
- What do I need to do to sell that many each week?
- How many sales do I want?
- How many customers do I need to see?
- How many customers do I need to see to reach targets?
- How many activities for one prospect?
- What activities do I need to do?

Measure results by number of sales visits, phone calls, campaigns both online and offline and have sales targets and actual in place

Sales Preparation

- Set overall sales plan
- Break the sales goal into daily work sections
- Carry out daily sections
- Aim to convert prospects into customers
- Spend time on critical activities
- Create self-management system charts
- Organise work systems

Expert At Selling

One of the best ways of becoming an expert at selling is to have discussions with customers to discover their pains and frustration. In addition, it's important to observe the production or field line to understand your product or service better.

It is important to equip yourself with the latest knowledge especially digital products so take all kinds of training. It is important to study the competition and see where the gaps in the offering of your product or service, so that you can compete better.

Another way to become an expert is to study product literature, service literature and operation manuals so that you can answer enquiries effectively.

Communication is important in tough times because customers tend to buy less.

In Tough Times

- Don't get stressed
- Plan for success
- Know your daily targets
- Practice good time management
- Stay busy
- Be positive
- Make more calls

Your belief is very critical. You must believe that you can find qualified customers and you can help customers make decisions that are good for them. You must be so confident in your product or service and assure customers that they will thank you in years to come. Remember to always sell the problem you solve not the product.

"Stop Selling Start Helping" - Zig Ziglar

Below are questioning techniques to help improve your sales performance:

Questioning Techniques

- Investing in your business makes sense. Doesn't it?
- Joke, I am available to meet you today at 3pm or 6pm, which will be better?
- Would you like to come to my office, or would you like me to come to your home?

Alternative Words

Use the replace words to overcome sales resistance:

Remove	Replace
Cost, Price, Payment	Investment
Contract	Agreement
Buy	Own
Sell	Acquire
Deal	Opportunity
Sign	Approve, authorize, endorse

The Magic of Yes



The more yes's you get from a customer, the more likely you can close a sale, so do try this tactic:

- Would it make sense to take 15 minutes to see if our solution is the best for you? YES
- Would you like to see your sales go up by 20% to 30% in the next 12 months? YES
- Would you like to increase your revenue and triple sales? YES

In 2022 and the years to come

- Buyers have more control
- Buyers expect instant 24/7 service
- Online buying is increasing
- Content is king

Question Time

- ▶▶ How can I improve my sales goals?
- ▶▶ What will I do differently?
- ▶▶ Why does it matter?
- ▶▶ Who can else can benefit from these ideas?
- ▶▶ Where do I need to make changes?

How To Convert Clients From Competitors

If you are going to convert clients from your competitors, then it's important to never knock the competition. Don't try to convince your potential customers out of doing business with a competitor. Don't strive to outshine your competitors, just be professional.

Learn about their businesses, products & services. Set Google alerts so that you get their latest news. Find your differentiator and make sure you prepare your comparisons because customers will ask.

Offer Value

If you offer no value, all that is left is price. Below are the following ways you can offer value to customers in tough times:

- Provide expert advice
- Be dedicated and passionate
- Provide fresh ideas
- Save money for customers
- Make things easier for customers
- Save time for customers
- Build a strong brand that is reputable

Question Time

- ▶▶ How can I improve my sales goals?
- ▶▶ What will I do differently?
- ▶▶ Why does it matter?
- ▶▶ Who else can benefit from these ideas?
- ▶▶ Where do I need to make changes?

How To Overcome Sales Objections:

In tough times you will face more resistance to sales so use this formula to overcome sales objections

- The Prelude
- The Explanation
- The Clarification

The Prelude

"I like your product, but the price is too high"

Yes, I can understand your concern about the price Mrs. Enahoro. With the economy being the way it is, every naira counts.

Explanation

You are not alone. A lot of our clients told us the same and yet afterward came back to tell us they had a 100% payback within three weeks.

The Clarification

Does this sound like a service you could benefit from us?

The Prelude

I am not interested.

"Many of my clients felt the same way when I first called them".

Explanation

"However, they found that we helped them to reduce costs, save time, generate more sales which resulted in annual savings of N500,000".

The Clarification

"That's why I think we should pencil in a time on your calendar so I can give you some more information and see if we can be useful to you as well. How does next Tuesday at 3pm work for you?"

Closing lines to help you sell better:

- It looks good on you. Doesn't it?
- This house fits your profile. Doesn't it?
- Investing in a good quality product makes sense. Doesn't it?
- It's a beautiful and safe area to live in. The kids will love it too. Won't they?
- Compact. Light and easy to carry. Isn't it?

Ask Ask Ask

The Power of Asking

4/5 buyers expect to be asked to buy

- Will you be taking this?
- What implementation dates should we establish?
- How would you like to pay?

Question Time

- ▶▶ How can I improve my sales goals?
- ▶▶ What will I do differently?
- ▶▶ Why does it matter?
- ▶▶ Who else can benefit from these ideas?
- ▶▶ Where do I need to make changes?

Words That Sell

Use these words in your marketing communication to improve sales

Appealing	Authentic	Unlimited
Choose	Relaxed	Competitive
Convenient	Distinguished	Solid
Easy	Exciting	Experienced
Great	Instant	Wholesome
Fun	Breath-taking	Improved
Informative	Luxurious	Made
Money-Saving	Advanced	Popular
Powerful	Reliable	Results
Helpful	Sexy	Sophisticated
Stylish	Superior	Timely
Practical	Unusual	Valuable

Tips on Sales Copy

Here is summary on writing good sales copy:

Arouse your audiences' interest with grabbing headlines but avoid empty overstatements like fabulous and fantastic. Write for simple reading and be clear and concise so that there is no room for assumptions. Appeal to emotions by using power words. Make use of testimonials and reviews and always remember to use a call to action. Before you print or send, check, and edit all your writing.

Question Time

- How can I improve my sales goals?
- What will I do differently?
- Why does it matter?
- Who else can benefit from these ideas?
- Where do I need to make changes?

To summarize this eBook, to make sales in tough times, you need to be intentional:

- Evaluate your sales activity
- Increase your sales activity
- Tighten your sales skills
- Choose words carefully
- Share your benefits
- Match customer's pain to a gain
- Use logic & emotion to sell
- Rehearse your most common objections
- Offer value

Final Quote

"You must be sincerely interested in the needs of others to become truly successful in selling". Tom Hopkins



Sales Phone Scripts

Here are sales script that you can adapt for sales conversions:

Phone Script 1

Hi, Janet. My name is Coach RiRi. The reason I'm calling is to get some time on your calendar.

Many companies in your industry are already using my business solutions to grow their businesses. We provide our clients with affordable online business.courses, group coaching or one on one support.

I thought the best place to start is to schedule a meeting to learn about your sales challenges and goals. Do you have time Wednesday or Thursday morning around 11am??

Phone Script 2

Hi, this is RiRi Okoye, and I'm with RiRi Okoye Ventures.

I've been scheduling quick calls to introduce myself and share best practice information. I'd like to tell you how other companies in your industry are:

- Protecting their market share by prioritizing business training
- Achieving high conversions using effective sales and marketing methods
- Using our methods to create stronger strategies that work

The information will give you a benchmark for assessing how ZZZ Company stacks up. I'm wondering if you'd like to talk with me on May 4th.

Phone Script 3

My name is RiRi, and I'm calling from RiRi Okoye Ventures, a business coaching company.

The reason I'm calling is to schedule a short call to review the findings of the work we've been doing creating effective business solutions that help entrepreneurs and how companies can experience huge improvements in that area. It's interesting stuff, especially because we've identified actionable takeaways that have an immediate impact on conversion rates.

If you're interested, we'll even make some suggestions as to what you can do to improve your situation.

I think you'll find this stuff useful, and I was hoping you might have some time on the morning of Tuesday, August 22nd or Wednesday, August 23rd. What would work for you?

Sales Objection Scripts

Here are scripts to use to overcome sales objections:

Budgetary Restrictions

It's just too expensive for us right now

We are on a tight budget and don't see this fitting in.

I'm not looking to spend any more money currently

I totally understand. Many of the clients have the same concerns. But many of our customers comparable to your business, see on average, an increase of 30% - 40% sales

Fear of Change

I'm happy with the current setup and don't wish to make changes

We are fine with the way we've been doing things

I don't really want to make this change right now

I understand how you feel. Making a big operational change can seem scary at times. Some of our clients had the same fear but were able to improve their ROI by 70% and found the transition was much easier than anticipated

Prefers a more known brand

I prefer to work with only a few selective providers

I'd prefer a more well - known brand I've heard of before

I totally understand. I'm not looking to change your mind about your purchase decision. Is there anything that you would like to see your current provider do better?

This is the end of the eBook "**Making Sales in Tough Times**" and you should have the knowledge and tools to make sales, even in tough times.

If you want to dig deeper and learn this teaching through my online video version 50% off, then get in touch today while the offer is available. It comes in bite size short tutorials and tons of pdf downloads. Contact me today at coach@ririokoye.com
I am dedicated to your business growth

Warm regards

Coach RiRi

Recommended Reading

- The Power of Self Discipline, No Excuses by Brian Tracey
- Words that Sell by Richard Bayan
- How to Win Friends And Influence People by Dale Carnegie
- Selling in Tough Times: Secrets To Winning When No One Is Buying, by Tom Hopkins
- The Psychology of Selling by Brian Tracey
- Playing To Win by A G Lafley, by Roger Martin