

## SALES & CUSTOMER SERVICE TRAINING TIPS TO WIN, GROW & RETAIN BUSINESS

### ASKING FOR THE ORDER

In politics, there is no second place. That's why political candidates actively go out and purposefully ask for votes. They ask in person, through paid advertising, community events and fundraisers. During a campaign, they're always asking for votes.

In sales, if you don't ask for the order, you won't close the deal. Many sales reps do everything right up to that point. They prospect the right categories, set an appointment with the decision maker, conduct the needs analysis, review the research, create and present their proposal then stop short of asking for the order.

At this point, there are many ways to handle the "ask."

One example of an effective ask is offering options. Present two options then ask which one they like best. Then ask why? By doing this, they are selling themselves on that option. Follow-up by talking about next steps to move forward. Every business is different but an example could be as follows. "I agree, that sounds like the best option for you. Once we sign the agreement the next step will be..." (Insert next steps based on your internal process).

Finally, always have a pen. It sounds basic but unless signing electronically, have a pen ready! If using an electronic document, make sure you fill in all necessary blanks for the customer to make the click to sign as easy as possible. Searching for addresses, phone numbers and other information can delay the closing process. Collect the data you need as part of initial conversations and confirm before presenting a sales agreement.

We'll explore additional tactics for asking for the order in upcoming issues. In the meantime, give this one a try! Develop a script that feels natural and practice asking for the sale! You'll be pleasantly surprised how much business is waiting for you to just ask for it! Share your success stories with us at [Stephanie@crosshairmedia.net](mailto:Stephanie@crosshairmedia.net).

#### KEY TAKEAWAYS:

- ✓ Always ask for the order.
- ✓ Provide options.
- ✓ Make it easy for the client to "sign."

More than 40% of salespeople say prospecting is the most challenging part of the sales process, followed by closing (36%) and qualifying (22%). Source: [spotio.com](https://www.spotio.com)

### YOU ARE THE DIFFERENCE MAKER IN YOUR REVENUE GOALS

You may have the absolute best product on the market, but if your service to the customer is sub par, your sales revenue will suffer. Consumers have many choices. Your price may be similar to your competitor's price, your product may be similar, the biggest difference is YOU. You have the power to provide a superior customer experience.

Here are a few benefits you will see from providing superior customer service:

**Value** - All things equal, if a customer knows you are going to do what you say, when you say you're going to do it, they will be willing to pay more for that peace of mind.

**Loyalty/Retention** - In sales there's a saying; "you're only as good as your last sale." Fortunately, by providing superior customer service, you will enjoy repeat business and increased retention rates.

**Referrals** - There is nothing more credible, or flattering, than a good referral. You will have a higher closing rate on referrals, they are likely to be more loyal and the value of the customer will likely be higher. Again, all things equal, if a customer trusts you, they will be willing to pay more for your product or service and refer their friends, colleagues and families your way.

#### KEY TAKEAWAYS:

- ✓ YOU make a difference in sales and retention.
- ✓ Superior customer service builds loyalty.
- ✓ Superior customer service increases value and client retention.
- ✓ Superior customer service increases referrals.

Increasing customer retention rates  
by just 5% can increase profits by  
between 25% and 95%.  
-Bain and Company

We will take a look at ways to provide stand-out customer service in upcoming issues. In the meantime, think about your sales process... where can YOU make a difference in the customer experience? Share your success stories with us at [Stephanie@crosshairmedia.net](mailto:Stephanie@crosshairmedia.net).

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