

JAN ROEL•VAN RHEE

RED-Selling
The essence of selling

Effort or result?

"You get it right with the new Hello Fresh ... You choose from 17 new recipes every week and we provide what you need for that. Mmmmm ... Feel like Hello Fresh. "

The only step that really takes effort is simply not mentioned!

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Content

- 1. What is selling according to the best sales performers?**
2. Consultative selling
 1. The sensitive string: according to IBM, rising moisture, toys
 2. Wants or needs?
 3. Advising, informing or testing?
3. Creating enthusiasm with R-G-E
4. Ask open questions? Which open questions?
5. Get the deal

To Sell

What do the best sales people do in a sales conversation in order to be successful?

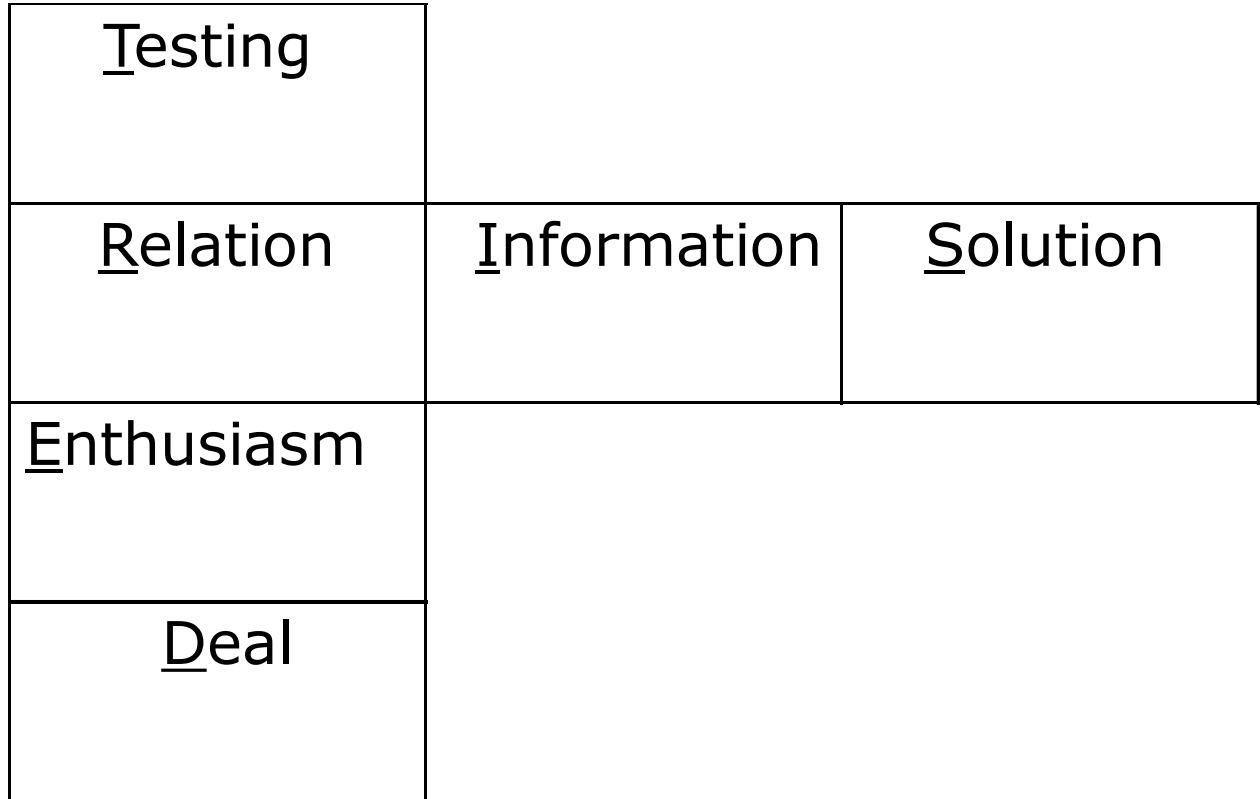
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To Sell

RED



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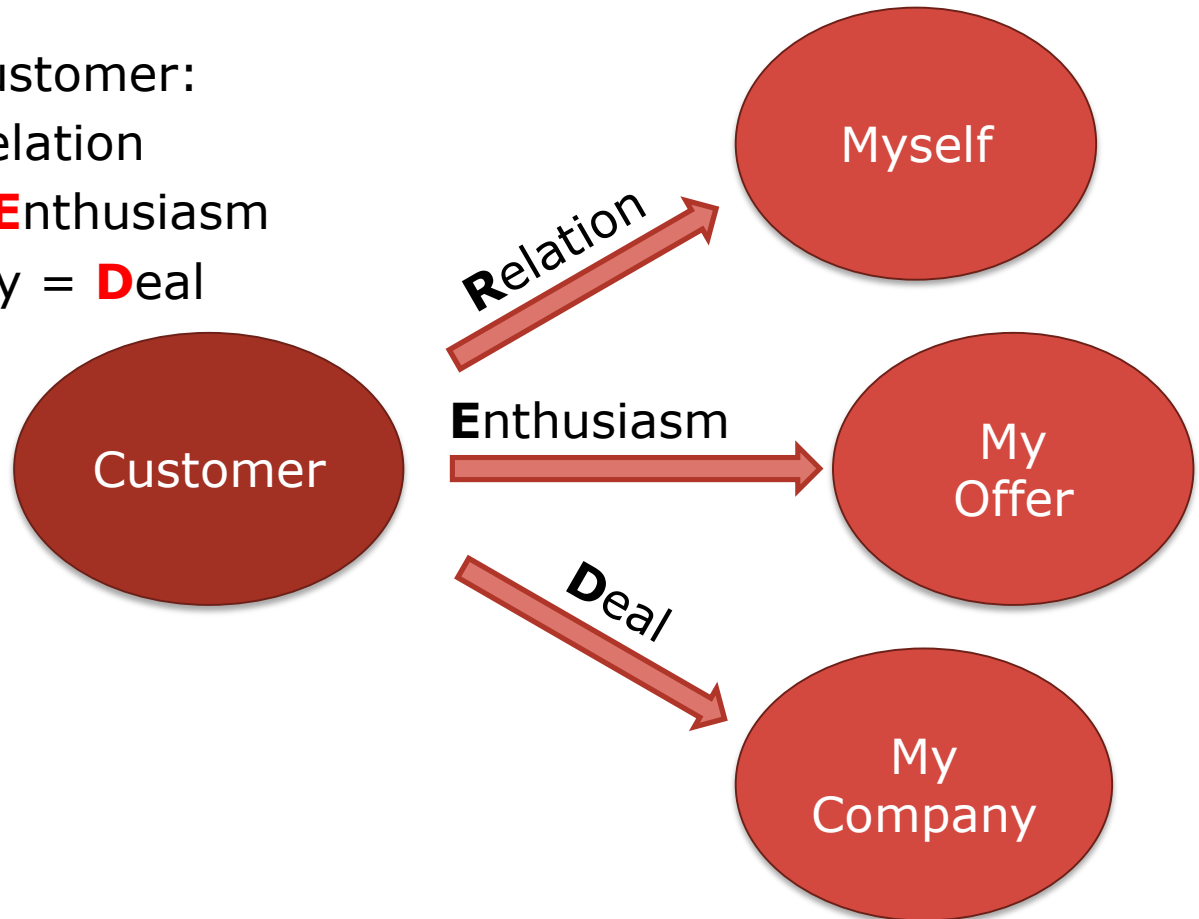
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RED-Selling: Selling is Connecting

Connect the customer:

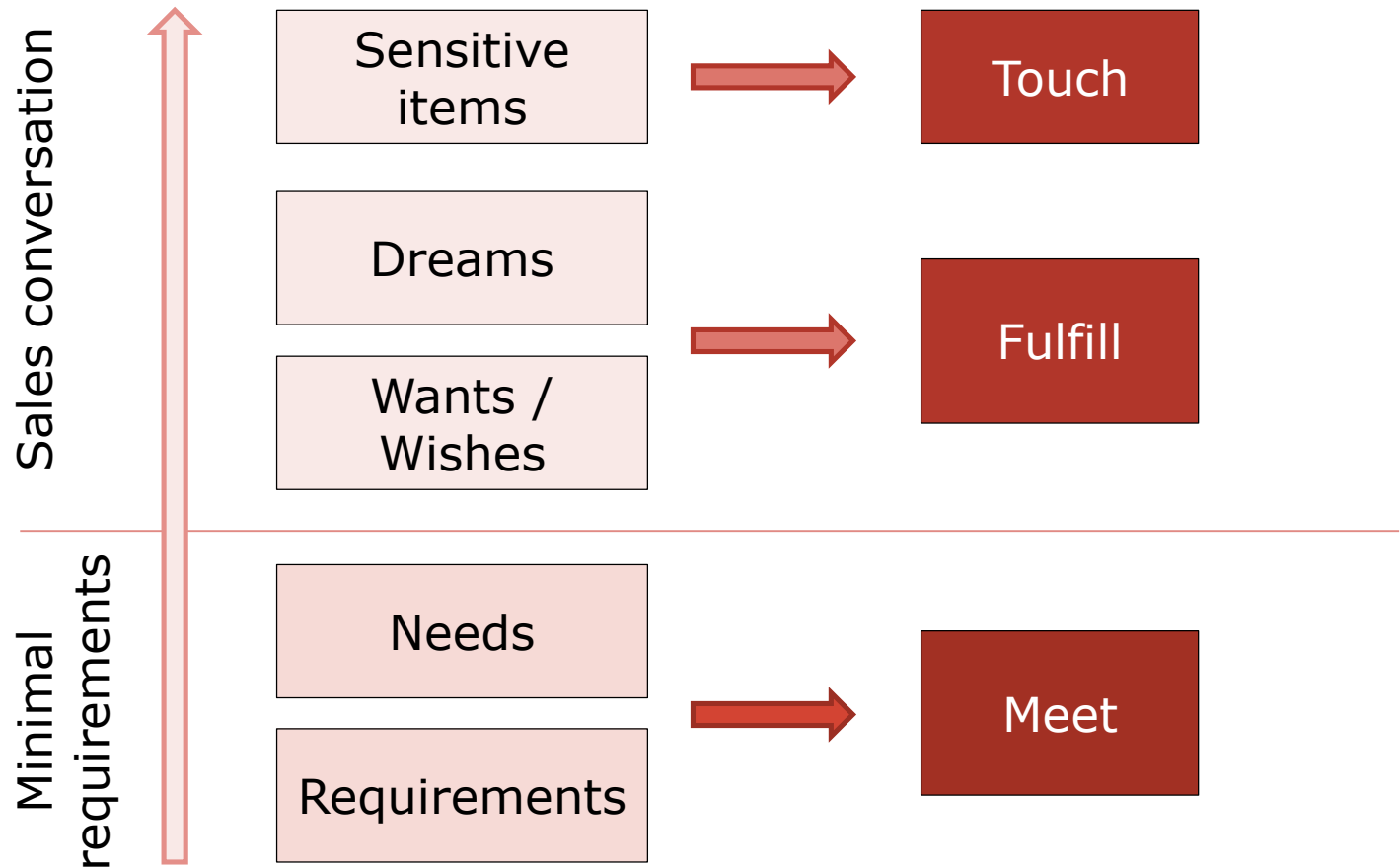
1. Myself = **R**elation
2. My offer = **E**nthusiasm
3. My company = **D**eal



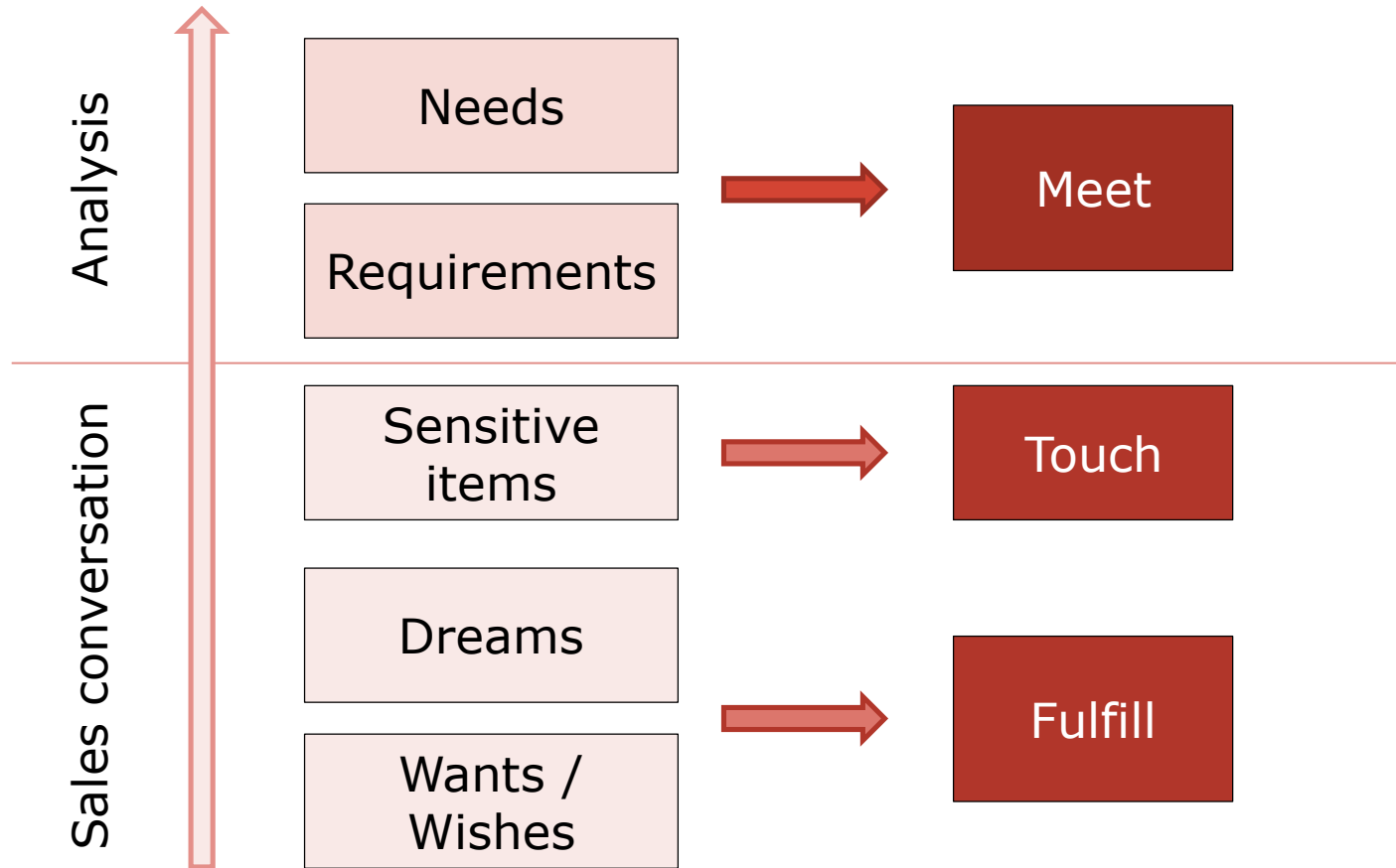
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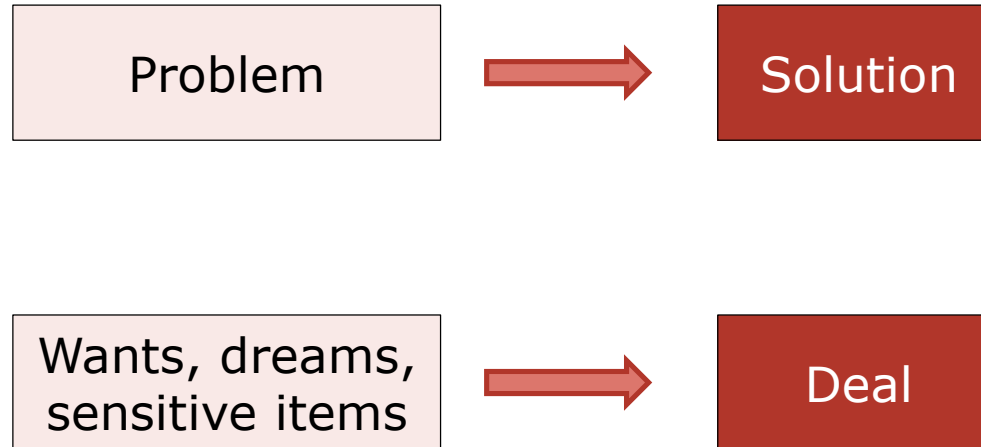
The Model of Expectations



The Model of Expectations



From Fit-oriented to Deal-Oriented



The sensitive chord according to ...

1. According to IBM

“Nobody ever got fired for choosing IBM ...”

Feeling safe/secure works better than the best solution

2. Rising Moister

Trust works better than advice

3. Toys

Wishes/Wants works better than needs



To Inform, Advise or Test the Deal?

1. Customer: "What are your references, who is already working with you?"
2. Customer: "What do you propose to solve X?"



Exercise: Test with "So If ... Then ..."

1. Customer: "Do you have experience in processing fruit?"
2. Customer: "Do you also have this seats in 3+2+2?"
3. Customer: "How much does this centrifuge pump cost?"

Next step if the customer says

- YES: provide the proof and the deal is done
- NO: "What else is needed to..."
 - ... To start with X?
 - ... Say yes?
 - ... Go for X?

You test the customer AND you get tested by him/her.

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Enthusiasm

Tell the Customer the Things He Wants to Hear

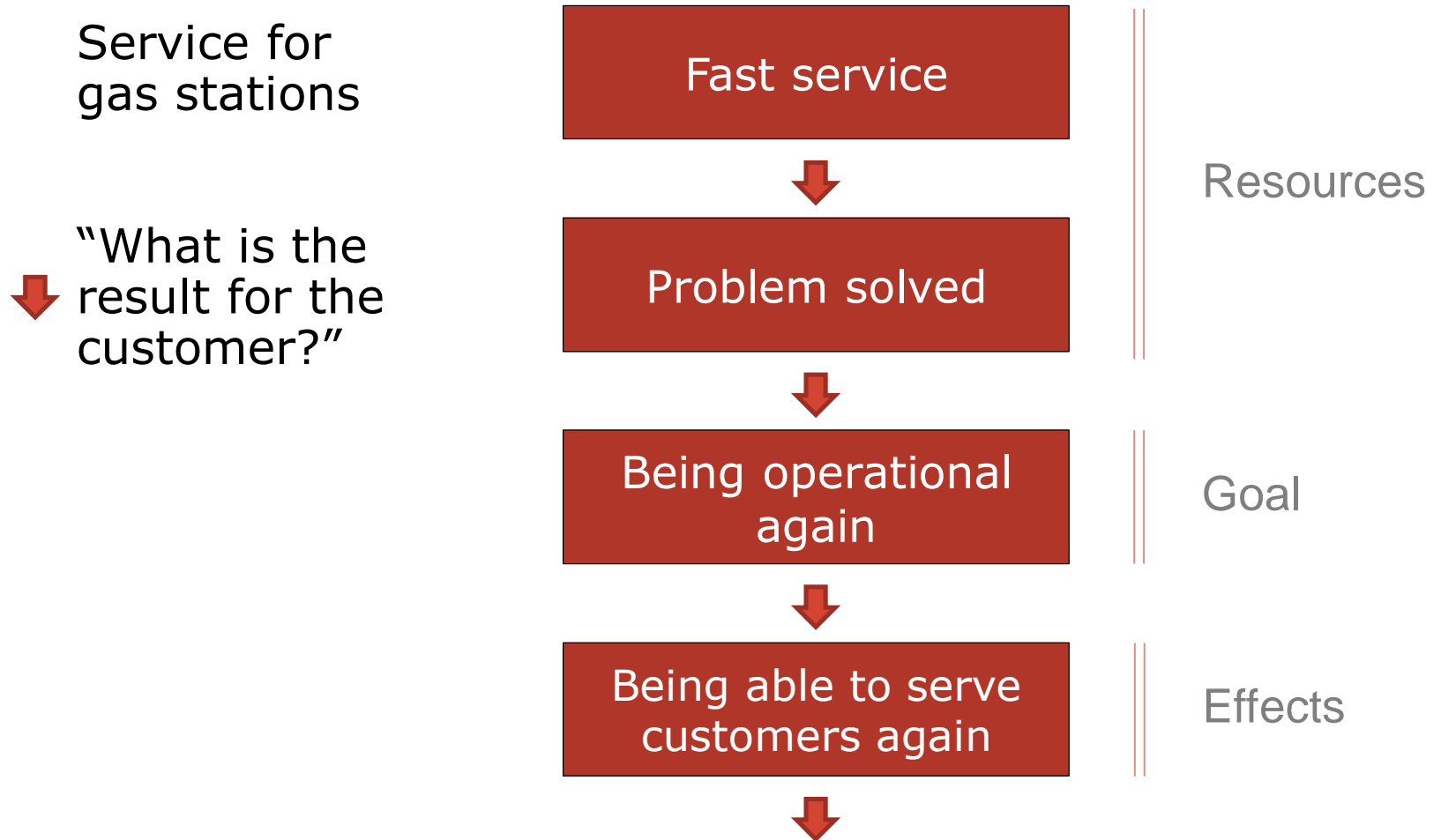
What does the customer want to hear?

Sales Rep: "In case the cash register is out of order..."

1. You get excellent service from us"
2. You can start up quickly again"
3. You will be operational quickly again"
4. You can serve your customers quickly again"

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Tell the Customer the Things He Wants tot Hear



JAIN ROUEL

Exercise R-G-E: Choose a Product

↓ "What is the result (for the customer)?"

1



2



3



4



5



6



7



8

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Exercise R-G-E: Choose a Product

↓ "What is the result (for the customer)?"

1

5

2

6

3

7

4

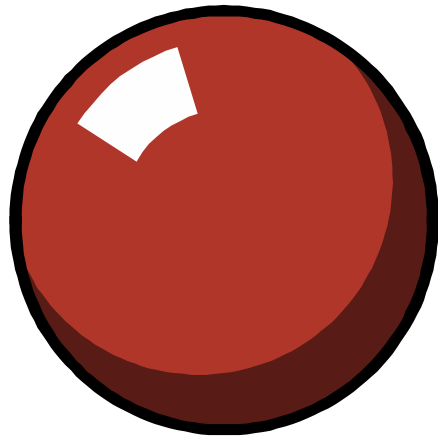
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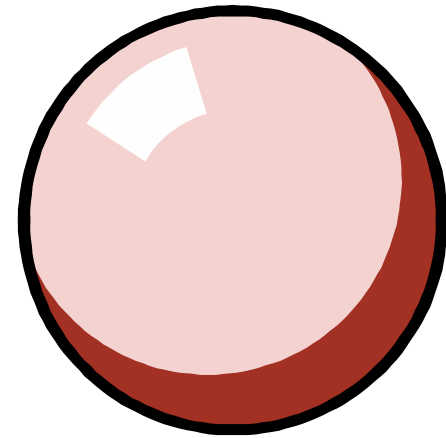
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Ask Open Questions?

Customer: "I'm going to think about it, I still have doubts"



Current Situation



Desired Situation

Getting to Know **the Customer**

1. Tell me about you ...
2. What would you like to have in terms of X?
3. What are you looking for when it comes to X?
4. What is essential for you when it comes to X?
5. What makes the difference for you?

Is NOT making an inventory of the problems or needs

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The deal

Normalize: The Deal Is the Logical Next Step

Type 1	Type 2	Type 3
Do you find this interesting?	May I place the order?	Let's place the order
Are you convinced?	Can I place the order?	I propose to place the order
What do you think about it?	Do you want to have it?	Let's go for it!
Is this what you are looking for?	Are you going to place the order?	Let's get this done for you ...



The Essence of Selling

RED (Not RIO)

1. Selling is connecting
2. Selling is getting the deal
3. What to do?
 - **R**elation: Get to know the customer by testing, not by asking
 - **E**nthusiasm: Tell the customer the things he wants to hear
 - **D**eal: Always

JAN ROEL•VAN RHEE

Succes!

Review: janroel.live

JAN ROEL•VAN RHEE