

Enterprise Media Presents:

# Sales Essentials

with

## Fern Bratten

Including:

Selling with Passion

Selling by the Numbers

The Big Finish

### Action Guide

# PREVIEW

**FOR PURCHASE EVALUATION ONLY - NOT FOR TRAINING USE.**

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# Introduction

Welcome to the Action Guide that accompanies the **Sales Essentials Series** with Fern Bratten. There are three programs in the **Sales Essentials Series**. The first, **Selling with Passion**, is a motivational and humorous look at the selling process. The second, **Selling by the Numbers**, provides a basic introduction to selling success. The third program, **The Big Finish**, provides instruction on overcoming customer objections and closing the sale.

This Action Guide is designed to provide additional information to viewers of the videos. The guide will provide questions for discussion and exercises to include in your own training session. Throughout this guide, you will find suggestions for maximizing the training experience.

Fern Bratten hosts the **Sales Essentials Series**. Fern is a former stand-up comedienne who has spent over two decades as a sales professional, sales trainer, and sales coach. This program highlights some of her classic sales training techniques designed to motivate, educate, and inspire salespeople.

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Each program in the **Sales Essentials Series** has several general goals:

1. **Motivate Salespeople.** Fern uses lots of humor, personal anecdotes and stories to bring home her message. Fern believes that humor is the best way to convey new concepts, enhance retention of the training lessons and motivate people.
2. **Appreciate the Customer.** Creating customer loyalty is another topic in each of Fern's presentations. Fern will show you how to turn satisfied customers into loyal clients.
3. **Understand the Customer's Motivations.** Every customer is unique, and they have different motivations. Once you know the customer's motivations, you will be better able to meet the customer's needs and make the sale.

4. **Have Fun and Be Creative.** Selling is a creative process and every salesperson needs to tap into their natural creativity. More importantly, selling should be fun and entertaining. You can use the ideas in all three videos to bring enthusiasm and passion into the sales process.

The learning structure for this video and Action Guide is divided into three parts: 1) learning key concepts, 2) reviewing and discussing them in a group and 3) applying the concepts to your own organization.

**LEARNING ACTION AGENDA** - Each video in the **Sales Essentials Series** presents great sales ideas. It is our belief that viewers will retain these ideas better because of Fern's humorous presentation.

The video recaps the key concepts in each of the videos.

**DISCUSS/DEBATE/REFLECT** - Video discussion questions as well as observations for debate to help participants reflect on the key lessons.

**APPLICATION** - Exercises are included to help participants develop ways to put the program's sales methods and ideas to work in their own organization.

Most importantly, we want viewers to laugh, learn and have fun with the video. Our goal is to have every sales rep leave the training sessions ready to inspire staff and customers!

## Selling with Passion - Overview

Fern Bratten knows a lot about sales - she has been in the sales business for years. In **Selling with Passion**, Fern tells the hysterical story of how she got her start in sales.

Fern explains how she started her career with a high school sales internship. She was assigned to the Small Electric Department at Abraham and Straus in Long Island. When a shipment of electric hair rollers arrived, she used initiative and creativity to demo the product - and had a huge selling success.

This program is a motivational and humorous look at the sales process. In the end, Fern explains the reasons for her first sales job. The following are the principles you can work for or use in any job.

- **Show Up and Tell It to Sell It.** You need to demonstrate the product and explain the features and benefits to sell the product.
- **Be Creative.** Selling is a truly creative process. You need to constantly think of new ways to attract and entice your customers.
- **Engage Your Customer.** Get the customer involved in the product or service. When the customer becomes a participant in the process, then it is much more likely that he/she will feel connected with what you are selling and ultimately make the purchase.
- **Entertain 'Em.** When you are a salesperson, you are a performer. You're on stage - performing a service. The customer is more excited and drawn to what you are selling when you make the process fun and entertaining.
- **Ask for the Business.** You need to take the initiative to help the customer finalize the decision about buying. Find the courage to ask for the order.

## Selling With Passion - Questions for Discussion

1. Fern discusses how her sales career started with a bang! Have you had an experience where you were creative and it resulted in more sales than usual? Discuss your best sales experiences in a group.
2. One of the key lessons in Fern's story is that she was creative. List ways in which you can do something fun and creative in your job. What would you do to demonstrate or sell your product more effectively? List your ideas below:

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3. If you are a service provider or salesperson, what do you do to entertain your customer and your customer's associates? List some ideas below.

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4. When a customer walks into the door or calls you on the phone, how do you engage them? List your best ideas below. Discuss and share them with the group.

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5. Asking for the business can be hard. List ways in which the people in your department or group have asked for the order. What has worked for you? Share your ideas with others in your group.

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# Selling with Passion Exercise

## Customizing the Ideas

**Selling With Passion** contains several great lessons for sales success. One of her lessons is her customized sales approach. In order to develop a customized sales approach for your team, you will need to develop a customized sales technique that is tailored to your product or service. This exercise will require you to break your training session into smaller groups. The group leaders will need flip charts, black or white boards, or other visual aids intended to help the group follow the agenda and keep track of the discussion.

PURPOSE: **PREVIEW**

STEP 1: Watch the program **Selling with Passion**.

STEP 2: Following the screening, break the group up into smaller groups of 5-7 people.

STEP 3: Give people the following assignment: "Through her stories and experiences, Fern Bratten has provided you with a variety of ideas for sales success. Discuss how you can apply Fern's lessons to the selling of your own product or service. Share your best ideas with the group." Fern's principles are as follows:

- Show It and Tell It To Sell It.
- Be Creative
- Engage Your Customer
- Entertain 'Em
- Ask for the Business

STEP 4: Each group then discusses point by point how they can take Fern's lessons and use them to enhance their own sales. Each group should try to come up with some specific ideas for improving the sales process. Have the

group use the following ideas as a starting point for discussion.

- What am I doing now that demonstrates our product. Am I showing it and telling it to sell it?
- How can we be more creative with our sales?
- Are there other ways to entertain the customer?
- Am I asking for the sale after I engage the customer?

STEP 5: Have each work group assemble their ideas on a flip chart and then present their findings to the larger group. Discuss how you can implement these ideas in your department.

STEP 6: Combine the recommendations on a master list and distribute them to all sales representatives.

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## Selling by the Numbers - Overview

This program outlines basic steps to make a sale - or as Fern Bratten says, "sales can be as easy as 1,2,3 and 4." Before Fern begins her four key steps to sales, she says that it is important for every salesperson to remember the following:

First, we should all be grateful that the customer has found and contacted us. Fern acknowledges there are times when customers can seem to be an interruption or inconvenience, but it is equally important to remember that customers have many options and choices when it comes to selecting a product or service. It is a miracle that they cut through the competition and found their way to your organization and to YOU. Feel lucky that you even have the opportunity to tell the customer about your product or service.

Second, we sell intangibles as the product or service. What is the intangible desire. We don't sell products or services, we sell feelings. Feelings are intangible. You need to be aware of the intangibles in order to be the best you can be at selling.

- Lesson 1: Customers are always #1. Fern reiterates how important it is to pay attention to your customer because there is no sale without the customer. Stop what you are doing and give the customer your full attention.
- Lesson 2: Customers have 2 reasons to buy - Need and Want. By tapping into the customer's emotions, you can get them to **want** the product or service that you are selling.
- Lesson 3: Always show the customer 3 choices - It makes it harder for the customer to say "no" and it gives you an opportunity to upsell. More importantly, if you show your customer three items you have a much better chance of selling two items. Use this strategy and you'll make more sales - and make more money!

Lesson 4: There are 4 types of buying personalities. If you understand them, you can tailor your sales approach and improve your chance of closing the sale. The customer personality types are:

**The Analytical.** The analytical customer asks a lot of questions and needs a lot of information before making a purchase decision. In order to sell to this kind of customer, you must know all the features and benefits of your product or service.

**The Amiable.** The amiable customer doesn't want to hurt anyone's feelings and has a more difficult time making a purchase decision. With this kind of customer you need to make recommendations and give guidance to make the sale.

**The Impulsive.** The impulsive customer is more demanding. He/she knows what is important and how to want it. Here you need to be very responsive and positive. Do not challenge this type of customer. You will lose the sale if you do.

**The Expressive.** The Expressive customer is impulsive and positive. Here you need to go with the flow and enjoy this customer. He/she will buy - and will be your best friend at the end of the sale.

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Selling is the art of giving the customers what they want. In this program, Fern also discusses what customers can do for you. She calls it the three R's: Recommendation, Referral and Return Business.

**Recommendations** mean that a customer thinks you're pretty good at what you do. Unfortunately, there is not a lot of passion behind a recommendation. Your ultimate goal should be to strive for a referral.

**Referrals** are more passionate endorsements. You want referrals because people will come to your place of business primed to like you and want to do business with you.

**Return Business** is the best. If a customer keeps coming back that's the ultimate accomplishment - you've earned a client! A client is completely happy with your service and will happily refer you to other customers.

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## Selling by the Numbers - Questions for Discussion

1. Fern discusses the differences between needs and wants. Where do your products fit into the Need/Want mix? Is your product or service a "Need" or a "Want"? List ways you can capitalize on this in your sales approach.

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2. Fern discusses the difference between customers and clients. What are you doing to create clients - or customers for me? How can you turn their purchase experience into something that will bring the customer back? List your ideas below:

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3. Discuss strategies for appealing to each of the four types of buying personalities: The Analytical, The Amiable, The Driver and The Expressive. How do you customize your sales approach for each personality? Think about how you can tailor your sales approach to effectively respond to these different personality types.
4. It sounds nice for Fern to say "the customer is #1," but what does that really mean? In your day-to-day operations, do you see the customer as an interruption or a vital part of your business? Are there times when the customer seems to be the problem? Do you have an organizational focus where the customer is ALWAYS #1, or is the customer left out of the mix?

5. Try and remember one of the truly great service experiences you have had. Share this with your group. Listen closely to other people's stories. How can you use these experiences to improve how you service and sell to your customer? List your ideas below.

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## Selling by the Numbers - Exercise 2

Exercise on the types of customers.

In *Selling by the Numbers*, Fern presents four different buying personalities. Each personality type requires a different approach.

**Purpose:** The purpose of this exercise is to share great ideas about how you can sell your specific product or service to the four types of buying personalities. You will learn ways to approach these customers.

**STEP 1:** Watch the program ***Selling by the Numbers***.

**STEP 2:** Following the screening, break the group up into smaller groups of 5-7 people.

**STEP 3:** Give each group the following assignment. Fern Bratten presented four different types of customer to you in this program. What have your experiences been when you encountered these four types of buying personalities? What strategies worked? What strategies didn't? Share stories of your success and share stories of your failures. The four kinds of buying personalities that Fern mentions are:

- The Analytical
- The Amiable
- The Driver
- The Expressive

Write down each of these types of customers that Fern mentioned on a separate flip chart sheet. Then list your collective ideas on that sheet.

**STEP 4:** Re-form into the larger group and share your ideas. Make a master list of these ideas and print it up for every participant.

**STEP 5:** Ask every attendee to **TRY THESE IDEAS OUT** in the next week with their customers. And report back on their success to the group (if possible).

## The Big Finish - Overview

Every sales person knows the typical steps for selling: Greet, Sell, Close and Satisfy. As you know, a lot of us are great greeters. We can break the ice and make people feel welcome. And more of us are enthusiastic salespeople. We know everything there is to know about our product.

But it seems like we all get tripped up on the CLOSING. In this video, we'll review ideas for overcoming customer objections and closing the sale.

Intro: Selling is a little like the magic of the *Wizard of Oz*. If you think of the four main characters in the film, then you will have a solid basic understanding of the fundamentals of successful sales. There are four basic protagonists in *The Wizard of Oz*. Each one represents an important part of selling:

Dorothy wanted to go home. She missed the comfortable  
very much feeling of home. Similarly, you can make customers  
think they are coming home when they visit your company or  
call you on the phone. Customers feel welcome and at home  
with you will come back and shop with you again and again.

The Scarecrow needed a brain. Every sales professional needs brains to understand their products and services - and to be able to present all of the features and benefits to the customer.

The Tin Man needed a heart. Like the Tin Man, you need empathy and listening skills to be a great salesperson.

And finally, The Cowardly Lion needed courage. Courage is critical because it is often difficult to ask for the sale.

Think of these characters when you're selling. It might be helpful as you approach, sell, and close the sale.

Lesson 1: Overcoming Objections. These are simple strategies for overcoming each of the objections. The most common objections are:

"I don't like it." - Don't take this objection personally. Use it as a launching pad to find out what the customer wants - and then sell him what he wants.

"That's too expensive." - These days many things are too expensive. But you can overcome this objection by focusing on the features and benefits - and the value of the product. Moreover, you can explain to the customer the "cost per use" to show how reasonable it is over time. Remember, a \$365 pocketbook when used for a year is a \$1 a day pocketbook - that will make you look like a million bucks.

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"I want to think about it." This is a difficult objection. Try to get the customer to take it and try it out, but don't be too pushy. Be sure to give them her business card or telephone number if they don't buy. Follow up with her if possible.

Lesson 2: Closing the Sale. There are great tools for closing the sale: Try these five strategies:

**The "Try It You'll Like It" Close:** This close is a sampling close. Let customers try the product or service - engage them and they are much more likely to purchase.

**The Assumptive Close:** Assume the customer is ready to purchase and start writing up (or ringing up) the sale. If the customer is not ready, he'll tell you.

**The Limited Supply Close:** If you have a limited supply - or  
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the "Try It You'll Like It" Close: Sometimes the customer needs affirmation that they deserve what you are selling.

**The Either/Or Close:** If you reduce the choices and list the different features and benefits, it's easier for the customer to make a decision.

As Fern says, many of these ideas are just common sense, but it's valuable to remember all of the different ways you as a sales professional can overcome customer objections and **CLOSE THE SALE!**

## The Big Finish - Questions for Discussion

1. Fern discusses the cost per use or cost per wear as a tool for overcoming the objection "It's too expensive." Can this concept work for your product or service? If so, think about how you can adapt this concept to meet that objection when you hear it from your customers.
2. Fern mentions how the customer wants to feel welcome in her discussion of *The Wizard of Oz*. Do you make your customers feel welcome? What can you do to make them feel more comfortable?
3. Think of the closes that you use with customers? Do you use all of Fern's different ideas? If not, how can you apply her suggestions to your product or service? If you use a different approach, discuss it in the group. The more you share ideas, the better you will all become as sales professionals.
4. Some sales professionals find it difficult to help a customer who is overwhelmed by too many choices. Fern suggests the "biting the bullet" close as a way to help a customer who is making the purchase decision easier. Do you have other ways to help the customer reduce the choices? Discuss these ideas in your group.
5. Do you have customers who take a long time to make a purchase decision? How do you get them to purchase? Do you use "The Assumptive Close?" If so discuss how you use the assumptive close. Share your ideas with the group and listen to their ideas, too.

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# The Big Finish - Exercise

Brainstorming ways to overcome objections

Overcoming objections is one of the most critical and important steps in the sales process. Fern has discussed four common objections and presented a few ideas for overcoming these objections. This exercise will require you to break up into groups to discuss ideas and then gather back together to present your findings.

**Purpose:** The purpose of this exercise is to share great ideas for overcoming the customer objections that you and your coworkers encounter regularly in your interactions with customers.

**STEP 1:** Watch the program **The Big Finish**.

**STEP 2:** Following the screening, break the group up into smaller groups of 5-7 people.

**STEP 3:** Give people the following assignment: "Through her stories and experiences, Fern Bratten has provided you with a variety of ideas for overcoming customer objections. Use **YOUR OWN EXPERIENCES** either with customers or by being a customer and discuss how you have overcome objections. Share stories of your success. The objections that Fern mentions are:

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"I don't like it."  
"It's too expensive."  
"I can't afford it."  
"I want to think about it."

Put each of the objections that Fern mentioned on a sheet and list your collective ideas below. Think of other common objections that you have encountered and add them to your list.

**STEP 4:** Re-form into the larger group and share your ideas. Make a master list of these ideas and print it up for all participants.

STEP 5: Ask every attendee to TRY THESE IDEAS OUT in the next week with their customers. And report back on their success to the group (if possible).

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# Trainer's Notes

This is your guide to use with the video series, **Sales Essentials with Fern Bratten**. In these three programs, Fern Bratten takes your audience through a series of steps for sales and service. We have tried to make this program as engaging and entertaining as possible. This workbook and the accompanying trainer's notes should provide you with additional ideas for creating an educational experience.

## How to Use **Sales Essentials with Fern Bratten**:

This video and print package includes a number of elements to help you meet your training and sales goals.

The following are action items you can take in planning and conducting a course using **Sales Essentials with Fern Bratten**. You may want to modify these items to accommodate time constraints, student needs, and training goals.



### Advance Preparations

- 1) View the program in advance of the training session. In fact, watch it now and then jot down your thoughts below.

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- 2) Arrange to have a VHS videocassette player and a monitor available for this training session. If you have more than 20 people attending, be sure to order at least a 25-inch monitor.
- 3) Remember to encourage participation. This video is fun to watch, so get everyone involved.
- 4) Try to let everyone go home with a concrete "to do" list of steps they can take to put the key lessons to work for them.

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## Sample Training Session

**PRE-SCREENING PREPARATION.** Welcome people to the training session and give them an overview of the program. You may want to address the concepts presented in this program in the context of your own organizational goals.

**SCREENING.** Show **Sales Essentials with Fern Bratten**.

**POST SCREENING DISCUSSION.** Use the themes from the program as a catalyst for discussion, including:

Themes from *Selling with Design*

- Show 'em what you can do
- Be Creative
- Engage Your Customer
- Entertain 'Em
- Ask for the Business

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Themes from *Selling by the Numbers*

- Selling is the art of creating desire
- Customers are always #1
- Customers have 2 reasons to buy - NEED and WANT
- Always show the customer 3 choices - that way you'll make more sales - and make more money!
- There are 4 types of customers: The Amiable, The Analytical, The Driver, The Expressive. If you understand them, you can really succeed.

## Themes from The Big Finish

- Selling is like *The Wizard of Oz*. You need Heart, Brains, Courage - and you need to make customers feel like they are at Home
- Give yourself the tools to overcome objections
- Learn strategies for closing

SECOND SCREENING. You may find it valuable to re-screen the program after discussion.

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## All About Fern Bratten

*Fern Bratten can sell anything to anyone . . . just ask her!* As one of the nation's leading sales motivators, Bratten has a devoted following with corporations, retailers, and customers. With a background in theater and stand-up comedy and 25 years in sales, she has a rare combination of real-life industry knowledge and the ability to connect with her audiences.

Bratten's style is warm, funny, and down-to-earth. Her speeches and workshops are fast-paced, interactive, and guaranteed to engage. Fern preaches "The *Ferndamentals* of Selling". She reminds us all why we got into retail through hilarious real-life examples. Audiences leave feeling energized and ready to face customers with a new spirit!

Fern is a highly sought after keynote speaker for retailers and manufacturers alike. Her clients include: Federated, Saks Department stores, Dillard's and many specialty retailers.

For information on Fern's availability as a speaker, please call Enterprise Media at 1-800-423-6021 or 617-354-0017.

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