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Special Message:

Selling INTEGRA - Part I Setting the Stage

Once you get an opportunity to propose INTEGRA to a prospective customer, your work has begun in earnest. To make a sale, you must now construct a plan. Going into a sales situation without a plan is like going to a battle without ammunition.

So where do you start?

You must start your presentation with an opening statement that conveys the major benefit your prospect will receive if he adopts the INTEGRA Program® in his kitchen (or wherever). Planting this idea early in the sales process will give your prospect a framework to construct (in his mind) an argument for *wanting INTEGRA in his kitchen*.

Your prospect must make this argument himself, you can't do it for him. You can only do two things:

OFFER INFORMATION

DETERMINE THE ORDER OF INFORMATION DELIVERY

If you don't throw up a framework for your prospect to construct his self-convincing argument on, you can give him all the information possible about your offer, and he won't be able to put it into place. If he can't put it into place, your chances of making a sale are slim.

Remember, people don't buy things, they buy what things can do – BENEFITS.

INTEGRA has many benefits to offer prospects, and during the survey process, you must identify that one benefit that the prospect will recognize as his most valuable benefit. Once you've identified this most important benefit, focus in on it and design your opening statement to be used in your presentation.

Don't make the mistake of giving a list of benefits, this will be confusing. Focus on one benefit, and hold three or four more in your ammo box, just in case you need a little more fire-power (in later phases of the presentation).

Selling is like a chess game, and almost all chess matches are won (or lost) in the first six to eight moves, when the chess master sets up his players (configures his game). Once the setup is in place, the master moves his pieces in accordance to his plan.

The chess master doesn't start with several openings, and neither should you. State your major benefit clearly and convincingly, and then begin the next phase:
INFORMATION DELIVERY.

Good Selling,

John White