



# Building Sales Through Relationships

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## Course Description

Retailers often see a customer as something they need to be finished with and move on to the next one. This attitude can be perceived by the customer and limit future opportunities. Often the most productive sales relationships are long term. Continued contact with a consumer can prove to be very profitable and a key source to word of mouth advertising. This seminar will cover the preparation required to engage your consumers in a long term relationship with you and your store. It takes time to craft a selling technique that will engage the consumer for years to come. We will cover safe topics of discussion, creating respect and security in the sale and ways to reconnect with the consumer at a later date. The goal is to reconnect you with your passion for people, products and sales.

**Building Sales Through Relationships**

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**Building Sales Through Relationships**

- **Be *Passionate* about:**
- **the people**
- **the products**
- **the process**

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**Topics**

- ⦿ Building Your Foundation
- ⦿ The Sale
- ⦿ The Close

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## Part 1: Building Your Foundation

- ⦿ Showroom
- ⦿ Salesman
- ⦿ Preparation

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## The Showroom

- ⦿ Daily or Weekly walk through
  - > See it from a consumer standpoint
- ⦿ Organize the showroom
  - > It should be clear of clutter
    - If you can't see it you won't buy it
  - > Make suggestions – You are an expert
  - > If you let them see it, then it IS public

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## The Salesman

- How did your Hearth Industry story begin?
  - Your story is powerful

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### The Salesman

- ◎ You are the facilitator of the sale
  - > If you sell yourself the sale is yours
  - > People buy from people they resonate with
- ◎ The more you love it and prepare for it, the more you will sell

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### The Salesman

- ◎ Be passionate and fun
  - > Be a human being
- ◎ Take care of yourself
  - > Protect your energy

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### Motivation

- ◎ Know why you sell
  - > What is your motivation?
    - Money
    - Enjoy people
    - Challenge

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**Motivation**

- ⦿ What are your fears
  - > Rejection
  - > Speaking
  - > Failure
- ⦿ Do you know how to get through a slump
  - > Be easy on yourself, it happens to everyone

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**Preparation**

- ⦿ Educate yourself on sales
  - > Books
  - > Videos
  - > Blogs
  - > Websites

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**Preparation**

- ⦿ Role Playing
  - > As a sales team
  - > Involve the reps

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**Preparation**

- ◎ Begin with the end in mind
  - > Keep your goals and purposes clear
  - > The workday starts the night before

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**Preparation**

- ◎ Know your company
  - > Who are you in your market
  - > What is your Unique Selling Proposition
  - > What is your specialty
  - > Strengths and weaknesses

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**Preparation**

- ◎ Products are solutions
  - > Each line solves different challenges
  - > Know the USP for each Product
- ◎ Knowing your products means less "No" on BOTH sides of the sale
- ◎ Be educated
  - > It's your job
  - > You are a consumer too

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**Preparation**

- ◎ Know competing retailers and products
  - > Pricing
  - > Features
  - > What are they about
  - > You need to be able to differentiate your products
    - Viking vs Dacor

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**Preparation**

- ◎ Know your customer
  - > What do you know about your market
    - Know the details of your region
- ◎ How much time do you spend watching trends
  - > Houzz
  - > Pinterest

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**Preparation**

- ◎ Be willing to say 'I don't know'
  - > A great opportunity to make contact
  - > Take notes after a sale on items you were not prepared for
  - > Look up what you didn't know

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### Preparation

- ◎ Where are your tools?
  - > If you don't have a pen, you can't make a sale
- ◎ Manuals
  - > Have product websites tabbed or load on your desktop
- ◎ Price lists
  - > Current and accessible
- ◎ Literature
  - > Every item needs it

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### Passion for Fire

- ◎ No one needs a fireplace, they want it
- ◎ Do you know the history of your industry
  - > How did a fireplace change the social structure
- ◎ Know the story of each line
  - > What is the heart of a company
    - Give them more WHY

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### Part 2: The Sale

- ◎ Connections
- ◎ Making It Personal
- ◎ 3 Primary Topics
- ◎ Getting The Story

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**Your Side of the Sale**

- ◎ What are you selling?
  - > Experience vs product
  - > What do they want
    - Safety, warmth, security
    - Drama, design
    - Sex, romance
    - Family connection – “Heart of the home”

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**Your Side of the Sale**

- ◎ You are not the customer
  - > Keep your paradigm to yourself
    - Don't interject your own restraints
  - > Get out of their way – you are a tour guide not a decision maker
    - Sell what they want and desire
    - Sell what solves the problems
    - Forget the spiff

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**Your Side of the Sale**

- ◎ Your job is to create win/win scenarios
  - > The best outcome serves both of you

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**Creating Connections**

- ⦿ 'People will forget what you said, people will forget what you did, but people will never forget how you made them feel'
  - Maya Angelou

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**Creating Connections**

- ⦿ Be the best experience *you* have ever had
  - > Draw on your experience
  - > Taco Bell to Nordstrom

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**Creating Connections**

- ⦿ The connection IS the sale
- ⦿ A sale is a moment, a connection is for life
- ⦿ Building a relationship will pay ten fold
- ⦿ People want to give money to people not companies

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**Making it Personal**

- ◎ Find a connection to your customer OTHER than the sale
  - > This process allows the customer to identify with you, not the company

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**Making it Personal**

- ◎ Decide what topics to share
  - > What areas of your life are you willing to have in the public
    - This must be planned
    - Pick happy topics, they are not your counselor

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**Making it Personal**

- ◎ Possible Topics
  - > Sports
  - > Pets
  - > Hobbies
  - > Cars
  - > Kids
  - > Food

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**First Impressions**

- ◎ You only get one approach
  - > Acknowledge
    - They came to you
    - Who keeps the doors open

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**First Impressions**

- ◎ Open ended questions
- ◎ Never Start with NO
  - > Feel free to look for the item you *know* you don't have

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**Who is in Front of You?**

- ◎ How many people came in the store?
  - > "May I see your contact list?"
- ◎ How long should this take?
  - > "We are sick of your name!"

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**The Customer's 3 Topics**

- ⦿ Does it solve my problem
- ⦿ Do I like the way it looks
- ⦿ Can I afford it

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**1. Does it solve my problem?**

- ⦿ Cold
- ⦿ Heating bill
- ⦿ Drafty/Ugly fireplace
- ⦿ Leaking or old system
- ⦿ Unique limitations

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**2. Do I like the way it looks?**

- ⦿ Show all options – less remorse
- ⦿ Watch the reactions
- ⦿ The right look removes a multitude of price objections

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### 3. Can I Afford it?

- ◎ Only THEY can tell you
  - > We can all afford *anything we want*.
- ◎ Remove your paradigm
- ◎ Allow the customer to guide you but don't be afraid to show the value in the price

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### Why Customers Come In

- ◎ To share their story
  - > They are unique and want to share the story
    - Every sale has a reason/story
    - The story can give you the details you need later
      - Priorities, goals and potential objections
    - Money is emotional

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### Why Customers Come In

- ◎ The Internet is not a facilitator
- ◎ The need to see it
  - > The fire, size, finish
- ◎ The questions are more than the web page could provide
  - > Be a wealth of information

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**Getting the Story**

- ◎ Seek first to Understand, *then* to be understood
  - > Two ears, one mouth

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**Getting the Story**

- ◎ Take your time
  - > Why are *you* here?
  - > How many hours are in your work day
- ◎ Don't rush the customer
  - > The story matters to them, it should matter to you

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**Getting the Story**

- ◎ What are the priorities for this purchase?
  - > Heat
  - > Get rid of old drafty fireplace
  - > Reduce heating bill
  - > Looks
  - > Please my wife
  - > Impress the neighbors/friends

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**Getting the Story**

- ◎ Lifestyle and hearth products
  - > Schedules
  - > Who will be using it
  - > Location of the home

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**Getting the Story**

- ◎ How to get what you need and they don't understand
  - > Trick questions
    - Wood, metal or brick
    - Can you touch the logs
  - > Use humor
    - "Do you live in the same house?"

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**Getting the Story**

- ◎ Reflect back the what you hear
  - > Words, notes or drawings
- ◎ Paradigm shift: What would it take for you to know you were heard

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### Too Much Technical?

- ◎ Technical vs experience sales
  - > What angle wins
    - You are not training a service person
    - Leave out as much technical as you can
      - "The most beautiful technology I have ever seen"
  - > The Engineer
    - Offer only what he asks for
    - Do not attempt to out-do him

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### When to Move to Closing

- ◎ When you have asked, and answered, all pertinent questions
  - > Why
  - > When
  - > Where

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### Part 3: The Close

- ◎ Ask for the Sale
- ◎ Finding the Objections
- ◎ After the Sale

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### Ask For The Sale

- ◎ Be willing to ask for the sale once you have exchanged all necessary information
  - > Keep the momentum

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### Ask For The Sale

- ◎ Create the opportunity
  - > "We can take a deposit and get you on the way to enjoying your product"
  - > "I see you like this finish, how about we write it up and see the total cost"
  - > "I can schedule you for an in home estimate to see which product is perfect for you"

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### Finding the Objections

- ◎ Asking for the sale means you will locate the speed bumps
  - > Keep moving

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### Finding the Objections

- ◎ If there are NO objections
  - > Start writing!!
  - > Do not search for them if they don't exist
  - > Do not talk them out of it
    - Late in the day
    - Your lunch time
    - The store is busy
    - You have one question unanswered

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### Prepare for Objections

- ◎ Objections are just another problem, you are a problem solver
  - > They don't want your sales pitch they want answers to their concerns and situation

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### Prepare for Objections

- ◎ Do not be offended or persuaded off course
  - > This is a slow down, not an end
    - They are still in the showroom

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**Prepare for Objections**

- ◎ Do not commiserate with the objection
  - > Reflect it back
  - > Neither confirm or deny – both give it energy
- ◎ Reduce the risk
  - > Warranty, excellent service, site visit

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**Prepare for Objections**

- ◎ Know YOUR answer to the objections
  - > Be prepared
  - > Think it through
  - > Don't expect to 'Just know'
  - > If you get caught off guard, do the best you can and prepare later. IT WILL HAPPEN AGAIN.

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**Prepare for Objections**

- ◎ Try to create win/win scenarios
- ◎ All answers can be reframed in a positive light
  - This is a better option than what you were originally looking for, because....

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**Objections**

- ◎ Possible objections
  - > Obsolete after I get it
  - > Looking foolish
  - > Salesman is lying
  - > Misjudgment of quality

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**Objections**

- ◎ Possible objections
  - > Won't do what you claim it will
  - > Something better out there
  - > 'I had a bad experience', 'my friend had a bad experience'

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**Price Objections**

- ◎ The sale is emotional
  - > It is emotionally driven and decided, then justified logically
    - The head is attached to the price
    - The heart is attached to the wallet

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**Price Objections**

- ◎ Stop thinking of your product as a commodity
  - > 30% of customers will buy on price
  - > 70% will buy value IF you provide it

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**Price Objections**

- ◎ Price VS Value
  - > Let's talk Cars
    - "below invoice", "A dollar over invoice"
    - What is service like?
    - Do you remember what you saved when you are getting bad service

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**Price Objections**

- ◎ Price VS Value
  - > What if you are 500.00 more AND you offer the best service in town
  - > What if you have testimonials showing it was worth the extra dollars
    - Be the Nordstrom of Fireplaces

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**Price Objections**

- ◎ Price VS Value
  - > Look at features to build value
    - Unique venting, beautiful flame
  - > Show them the cheapest option and what it doesn't solve or even offer
    - There is a cost to being cheaper

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**Price Objections**

- ◎ Price VS Value
  - > There will always be a lower price
    - If price is all you sell on, there is nothing left to talk about
  - > Solve the problem and now price is no longer an issue

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**Price Objections**

- ◎ Slowly bring them up to 2016
  - > Many showrooms don't show pricing at all
    - Don't use price to disqualify
  - > If they are willing to sit down with you, you can overcome a price issue
  - > "So I understand the last time you bought one was twenty years ago"

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## Price Objections

- ◎ Sometimes you have to be direct
  - > Humor: "I'm not coming to the counter"
  - > Draw the line: "Can't lose"
  - > Do you want this customer
- ◎ If you cannot overcome price, it may not be the issue
  - > Restart your close and seek more information

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## Stand Down

- ◎ Give them space if needed
  - > Sometimes they really need a moment
- ◎ You are a guide through the process
  - > Watch for stress and disarm it
- ◎ Know when to pass it off
  - > Don't grind YOUR axe, it rarely pays off
  - > "Bob is an expert with venting, let me get him"

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## Writing It Up

- ◎ You're not done yet!
  - > Keep engaging
    - It's not done until they leave the building
  - > Create the vision of success
- ◎ Don't talk them out of it

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## Differentiate Yourself

- ⦿ What happens after the close matters
- ⦿ Set yourself apart and follow the customer
- ⦿ Be interested in the outcome
- ⦿ Take the risk to ask "How's it going?"
  - > Great time to ask for the testimonial

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## Remember

- **Be *Passionate* about:**
- **the people**
- **the products**
- **the process**

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