

ABC's of Compost Marketing Part 2

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Effective Compost Selling: Understanding the Basics



Sales

'The Dirty Word'



Topics

- Importance of market planning and research
- Historical sales approaches
- Sales skills and techniques
- Sales systems and approaches
- Sales sins
- Requirements for sales success
- Setting appointments
- Sales appointment and closure ratios
- Sales tools
- Preparing for the sale call
- The 'sales call'

Importance of Market Planning & Research

- At its simplest, marketing planning sets out what you are going to sell, to whom (and why), how, and at what cost
- Market planning, research considerations and consequences:
 - Compost feedstocks
 - Operations
 - Facility design
 - Staffing
 - Expertise required
 - Organizational culture
 - Economic requirements

Reasons Why Market Planning is Ignored



- Belief that market planning is not necessary
- Lack of understanding of importance
- Over anxiousness to 'sell'
- Market research is expensive
- Lack of attention to marketing side of business
 - Often due to focus on tip fee side of business
 - Focus on process/equipment

Importance of Market Planning

- Complete as part of composting facility planning process
 - Affects facility design – screening, storage/curing space, equipment
 - Affects economics of operation
 - Allows for efficient accessing of market
- Blue print of your marketing program
 - Guide, can be modified
 - Allows for pragmatic (organized) approach to sales and marketing

Market Research

- Quantify market
- Qualify market
- Identify competitors
- Identify constraints/barriers
- Develop market plan
 - Identify target markets
 - Value and pricing
 - Product placement
 - Determine staff and company requirements
 - Consider promotional requirements (lead generation)



Sales staff need to know.....






Historical Sales Approaches

- 1960's – Carnegie
 - Establish rapport
 - Make presentation
 - Close
 - Handle stalls and objections
- 1970's - Xerox
 - Establish rapport
 - Ask probing questions
 - Presentation
 - Close
 - Stalls and objections
- Beyond – Sandler (**Psychological**)
 - Rapport
 - Close
 - Presentation

– *Several concepts in this course are based on techniques used or developed by Sandler*

What Makes People Buy?

- Most people buy emotionally, not intellectually
- Some people buy based on features and benefits
 - Most sales techniques based on this
 - Credibility of the salesperson is a must
- Many people buy to overcome or avoid problems
 - Help prospect identify and overcome
 - Credibility of the salesperson is not as important

"Customers would rather not lose something than save something"
 (The fear of loss is a much stronger motive than the potential to save)

The Compost Salesperson

- Must possess the attributes of any good salesperson
 - Hard working
 - Not afraid of hearing 'NO'
 - Organized
- Must possess specific skills and knowledge
- Must be a 'problem solver'
 - Technical sales requires this
- Other skills and attributes?



Sales Techniques

- Basic sales presentation process
- Information gathering
- Empathizing
- Show you care
- Reversing
 - Answering a question, with a question
 - Trying to get prospect to redefine question, until the real concern, etc. comes out
- Chameleon or mirroring
 - Mimic prospect's mannerisms
 - Creates bonding

Elements Affecting Your Sales Success

- The ability to stay motivated
- Your level of commitment
- Your desire to set goals
- Your own self esteem
 - Identity vs. Roles = IR Theory
- Training

Sandler

The Seven Deadly Sins of Selling

- Apathy
 - Service, hard work
- Arrogance
 - Humility, never be late, 'trappings of success'
- Carelessness
 - and complacency, vigilance
- Dishonesty
 - Honesty breeds trust and respect

John Cowan

The Seven Deadly Sins of Selling

- Greed
 - obscures the customer selection process
 - 'we won by losing...by controlling greed'
- Ignorance
 - 'be prepared', think!
 - products, services, market intricacies
- Laziness
 - the most successful people were all willing to do those things that others were not willing to do

Setting Appointments

- Goal – 'sell' appointment, not product
- Telephone calling
 - With and without contact name
 - Gain enough interest in your product (sell yourself)
 - Can do so during a 'drive by' (use to retrieve data too)
 - Get cellular phone number!
 - Hours when in the office
- Be brief on the telephone (and let them know the sales call will be brief)
 - They will give you more time if you peak their interest

Setting Appointments

- Getting past the secretary
 - Don't act like a sales person
 - Try not to tell them too much (anything)
 - Speak as if the prospect is your friend
 - » Give them your name as if the prospect knows you
 - Don't answer any unasked questions

Tougher without contacts name

Scripts

- Points to make
 - Introduce yourself and company, then product
 - Script tact
 - Ask for appointment
 - Try to gain additional information – company related, schedule (when in office?)

To be used on prospect, not secretary

Scripts

- Script tact
 - Third party... 'I'm working with a lot of (customer type) with similar needs...
 - 'Think I can save you money and help you provide better results to your customers'
 - 'Will be in your area and was hoping I could drop off a sample and some literature'
 - Referred by...(name)

Sales Appointment & Closure Ratio

- The more prospects a salesperson contacts, the more sales success they are likely to achieve
- A salesperson's activity level should impact their overall success

Sales Appointment & Closure Ratio

- Steps to setting an appointment:
 - Start with a good prospect list (with an accurate contact name and telephone number),
 - Make a series of telephone calls - this will yield a certain number of confirmed sales appointments,
 - Complete a series of sales calls - this will yield a certain number of new customers or sales

Sales Appointment & Closure Ratio

- Understand the numbers.....

Sales Appointment & Closure Ratio

Example:

- A salesperson makes 20 telephone calls - this yields them 5 confirmed sales appointments
- The salesperson then completes the 5 sales calls >> this yields them 2 orders (new customers)
- So, in this example, that means that 10 telephone sales calls yields 1 new customer (sale)

• If monitored, this type of data can be used to manage the effort and activity of your sales staff.

• In sales, you can only be certain of your own activity, not the actions of the prospect! So, sales staff must actively approach the market on an on-going basis.

Telephone Calling

- Remember – you can't 'sell them' unless you get in front of them
- Goal – deflect questions and get appointment
 - give details at the appointment, not the phone
- Be upbeat, brief, confident (you have something they need)

and.....



....watch
your
attitude !

More Effective Telephone Calling

- Stand up
- Take 3 deep breaths
- Pull your shoulders back
- Look up at the ceiling
- Stop making calls sitting down
- Go for the 'NO'
- Check your 'tonality'
- Use your hands
- Match their voice pattern

Sandler

IT'S OK TO BE UNCOMFORTABLE ABOUT
CALLING STRANGERS... IT'S NOT OK TO
STAY THAT WAY!

NO MORE COLD CALLS

CALL
RELUCTANCE



Sandler

Preparing for the Sales Call

- Be mentally and physically prepared before you go into the sales appointment
 - Be mentally focused
 - Have any required supplies or tools (e.g. product samples, literature, analysis (STA), pictures, end use research, etc.)
- Be dressed properly
 - Always try to dress at the same level or slightly above your prospect
 - *That means, if the prospect wears a tie, then you wear a tie. However, if they are wearing a pair of jeans and a tee-shirt, then you should not be in a suit and tie*
 - Consider a company uniform

Preparing for the Sales Call

- Prospect background
 - Obtaining baseline data on a prospect is helpful
 - The greater the sales potential of the prospect, the more preparation you should do and knowledge you should have about them
 - Easier today with so many companies having websites
 - You could even ask for a company brochure to be posted via reception (in order to minimize the effort made by the prospect him/herself).

Sales Tools & Services

- Use/Availability of sales tools and services improves success on a 'sales call'
 - Improves credibility of product (salesperson and company)
 - Illustrates professionalism
 - Provides customers with the technical assistance they require

Sales Tools

- Sales literature
- Before and after pictures
- Product test results



CONCRETE TECHNICAL DATA SHEET

Property	Value	Units	Test Method
Compressive Strength	4,000	psi	ASTM C 39
Flexure Strength	450	psi	ASTM C 660
Modulus of Elasticity	4,000,000	psi	ASTM C 469
Slump	7	in.	ASTM C 143
Air Content	5.5	%	ASTM C 173
Free Water	0.45	in.	ASTM C 138
Setting Time	1:15	min.	ASTM C 109
Heat of Hydration	100	Btu/lb	ASTM C 186
Autogenous Shrinkage	0.0005	in./in.	ASTM C 158
Chloride Ion Content	0.05	%	ASTM C 1218
Water-Cement Ratio	0.45		
Concrete Density	145	lb/cu ft	ASTM C 138
Concrete Weight	145	lb/cu ft	ASTM C 138
Concrete Volume	1.0	cu ft	ASTM C 138
Concrete Weight	145	lb	ASTM C 138
Concrete Volume	1.0	cu ft	ASTM C 138
Concrete Weight	145	lb	ASTM C 138
Concrete Volume	1.0	cu ft	ASTM C 138



Sales Tools

- Product samples
- National publications and trade publication articles
- Letters of recommendation
- Case studies



Sales Tools

- Product research
- Computer models
- Computer contact programs and databases



Sales Services

- Product delivery
- Technical assistance
- Training presentations
- Information library
- Application equipment



The Sales Call

- Be prepared – mentally, product and client data, tools
- Be a 'problem solver' – "technical sales"
- Listen – 2/3rds of the time they should be talking
- Buying is an emotional action
 - If they like you, they'll buy from you

Remember – repeat sales are the goal

NO MORE DOG AND PONY SHOWS!

excerpted from WHY SALESMEN FAIL
David H. Sandler



Standardized sales presentations aren't the most effective!

Sales Call Steps

1. Gain rapport – bond, emotional connection, ask probing questions
2. Identify the potential customers problems and needs (3-5), identify ways to solve their problems
 - Once you find them, focus presentation on them
 - Can go over list with prospect
 - Take notes !!
3. Determine the cost of the problem and if money is available to solve the problems (*buy your product*)

Sales Call Steps

4. Make sure you are talking to the decision-maker
 - » Understand decision making process
 - » Want 'yes' or 'no' answer (upfront contract)
5. Complete the sales presentation
 - » Illustrate a means of solving their *problem(s)*, meeting their *needs*, or addressing their concerns – ask for the order
6. Determine if potential customer has any objections. If so, address them before leaving.

Sales Call Rules

- Nurture prospect
- Ask for order?
 - If presentation goes well, assume it !
- Don't get emotionally involved
- Remember that prospects lie
- Don't look to get your ego massaged during a sales call
 - Getting the sale, is the goal
 - * Sales people take a 'maybe' instead of a 'no' because of their ego
- Listen – let them talk

Must get 'in the field



Questions