



Bob Oros in 1985 – still going strong 1500 presentations later...



Bob Oros is the only person in the entire world to hold the two designations of CSP (Certified Speaking Professional) and CMC (Certified Meat Cutter). What this means to you is that he can dissect a complex topic and present it in an easy to understand and effective format. Bob will show you how to remove the fat, fillers and extenders that clog your selling **ATTITUDE**.

# Make your sales



This program has nothing to do with selling MEAT but everything to do with SELLING LIKE A MEATEATER!!

All the fat and fillers are cut out and your sales team will learn the 7 skills needed to survive in today's competitive jungle.

**DON'T INQUIRE** ABOUT THIS PROGRAM UNLESS YOUR SALES TEAM IS READY TO HEAR THE TRUTH ABOUT WHAT IT REALLY TAKES TO SELL!

For complete details about a seminar for your sales team call right now

Bob Oros 405-751-9191 800-480-5197 [Bob@BobOros.com](mailto:Bob@BobOros.com)

This publication is a collection of material used in sales presentations, sales meetings and seminars. Each concept has been tested hundreds of times with sales people and sales managers.

If you are like most people you have a very limited amount of time to spend reading and studying ways to increase your business. In this publication I have tried to respect your time by giving you specific information that will help keep your business on the “Cutting-Edge”.

This publication is designed to provide accurate and authoritative information with regard to the subject matter covered. It is sold with the understanding that the publisher is not engaged in rendering legal, accounting, or other professional advice. If legal advice or other professional assistance is required, the services of a competent professional person should be sought.

Written and published by Bob Oros, Speaker and Sales Trainer

Copyright - All rights reserved 1992-2006

P O Box 6775, Edmond, OK 73083-6775

Ph 405-751-9191 Toll Free 800-480-5197

Web site [www.MoreGrossProfit.com](http://www.MoreGrossProfit.com)

Email [Bob@MoreGrossProfit.com](mailto:Bob@MoreGrossProfit.com)

**ARE YOU A MEATEATER OR SCAVENGER .....6**

WHAT BUYERS SAY ABOUT SCAVENGERS .....7

MEATEATERS PLAN .....9

*Meateater planning strategies .....10*

MEATEATERS ASK QUESTIONS.....13

*Meateater questioning strategies.....16*

MEATEATERS GET ATTENTION.....18

*Meateater attention strategies .....20*

MEATEATER PRESENTATIONS .....22

*Meateater presentation strategies .....24*

MEATEATERS OVERCOME OBJECTIONS .....26

*Meateater objection strategies.....28*

MEATEATERS CLOSE .....31

*Meateater closing strategies .....33*

MEATEATERS FOLLOW UP .....36

*Meateater follow up strategies.....38*

CAUTION...

THIS ATTITUDE MAY BE TOO  
BOLD AND AGGRESSIVE FOR  
SOME SALES PEOPLE

## Are you a Meateater or Scavenger

What is a "MEATEATER"? The term "Meateater" refers to a person who is a hunter. An aggressive individual who has a specific goal and goes after what he or she wants.

Selling is not for the timid. A person who merely grazes on the sales that are there by luck is not a hunter. A true MEATEATER SALES PROFESSIONAL will hunt down every profitable prospect and turn them into clients - while the rest become SCAVENGERS living on what is left over.

A MEATEATER will ask for everything.

A MEATEATER is not afraid to make their request loud and clear.

*A MEATEATER is not embarrassed to ask for what they want.*

A MEATEATER does not fear rejection.

*A MEATEATER does not worry about being too aggressive.*

A MEATEATER is not immobilized by their own timidity.

A MEATEATER does not have negative thoughts that set up failure.

A MEATEATER knows what they want and expect to get it.

## WHAT BUYERS SAY ABOUT SCAVENGERS

**“SCAVENGERS do not plan!** They come for an appointment and it becomes immediately obvious that there was absolutely no thought put into what they were going to talk about. They open their brief case and it tells me everything I need to know about them. It becomes very irritating as they shuffle through their paperwork, keeping me waiting as if I had nothing else to do, looking for something to show me.”

**“SCAVENGERS talk too much!** Ask a sales person one simple question and you have opened Pandora's box! Sales managers fly half way across the country, meet with their local sales people or brokers, come in for an appointment and end up having a talking contest. When they do ask me a question it's a probe question. I don't like to be probed! A sales person should be taught to listen. They should ask “meaningful” questions. They should find out what my problems are before they try to sell me something.”

**“SCAVENGERS do not make the call with a specific objective.** Their sales call doesn't have a beginning or an end. They usually open with a weak statement or start a meaningless conversation. They keep their reason for calling a secret, or they do not have one other than to get their regular order, which they could have done over the phone. They never offer me help marketing items they have already sold me-they only want to sell me more.”

**“SCAVENGERS do not know how to make a presentation.** They come in and try to find out what my needs are. Here is a secret: I do not NEED anything. I need less not more. I need less decision's to make. I need less inventory. I need less suppliers. I need fewer sales people taking up

my time. I need fewer problems, not more. Sales people should not look for NEEDS. They should ask me what I want and help me find a way to get it.”

“**SCAVENGERS do not handle my objections.** I want facts, product knowledge and solutions. I do not want half-baked answers or canned responses. When I give a sales person an objection I want a solution. If they are calling on me for the first time I want to have confidence in them before I hand over a piece of my business. I’m in business to provide products and services to my customers. I have to have suppliers I can count on. I want them to take my concerns seriously and respond accordingly.”

“**SCAVENGERS do not ask for my business.** Even when I am ready to buy they do not ask. They side step the issue and act as if they are doing something wrong. My job is to buy-their job is to sell. I do my part by putting them through the test. I have to have confidence in them. I have to have confidence in their company. I have to have confidence in their service. If they do not have enough confidence to ask for my business, they simply will not get it.”

“**SCAVENGERS do not follow up.** When I ask for some small piece of information that I may already know the answer to, I am doing it for a reason. I am doing it to know whether I can count on them. If I cannot ask for something small and get an answer, how can I count on them when I really need something? I keep a mental score board. Their competitor on one side, they are on the other side. Their competitor's side is already filled and their side is empty. They have to earn enough points to outnumber their competitor. If they cannot-they lose.”

## Meateaters plan

Seventy-eight percent of all sales people fail because they lack what skill?

When asking that question to a group of sales people the answers are all over the board. Closing usually comes out as number one, objections are number two, after that it's a toss up between making presentations, getting people's attention, follow up and asking questions. The reason 78% of all sales people fail, or fail to reach their sales objective is due to a lack of planning. At first this may seem a little off balance, however when we take a look at what planning really is, it takes on a new meaning.

For example, let's take a look at closing. The best time to think about your close is when you are planning the call. Instead of taking in one product to show your customer, take in three different quality levels. Instead of asking if they want to buy your product or not, you can now ask them which product would best fit their needs. That is the choice close at its best.

Objections are another example. If we wait until we are in the buyer's office and he or she says... your price is out of line... it's a little late to start figuring out what to say. We all know the objections we run into, and again, the best time to overcome them is when we are planning the call.

Let's take a look at making the presentation. There are very few products on the market today that cannot be duplicated, turning them into a commodity. Why should a buyer switch to your product when the features and benefits are the same? Once again the time to find the "points of difference" that will make a professional presentation is during your planning stages.

How about getting the buyer's attention? The average buyer is interrupted every eight minutes. If they have been buying for any length of time they have "heard it all." What are you going to do or say during the first 60 seconds that will make the buyer lean forward and say "tell me more." MEATEATERS know what to do. SCAVENGERS try to think of something while waiting their turn to see the buyer.

The old days of "hitting the street and making some calls" are pretty much in the past. Twenty years ago there was believed to be such a thing as a "Born Sales Person". Today we have to sell with "Surgical precision."

The difference between an average sales person and a MEATEATER sales pro is many times only a small difference. If a certain sales person is selling twice as much as another sales person, it does not mean the one producing more results is twice as good as the other. The difference may be only a few minor things that may even seem insignificant.

To keep your MEATEATER selling skills "cutting-edge" take the advice of a master salesperson, Abraham Lincoln. He once said, "If I had six hours to cut down a tree, I would spend four hours sharpening my ax."

The bottom line of planning; spend at least four hours on a Friday Afternoon or Saturday morning going through each call you are going to make next week.

### **Meateater planning strategies**

Identify your target customer and determine how many you need to build your business.

Set your sights high. Clearly define your objective and measure the distance between where you are and where you want to be.

It is easier to sell to a person who does not want to buy than it is to try and find someone who does.

List the accounts you are going to see tomorrow. Beside each account list your expected results. Compare your expected results with your actual results.

Spend one hour each day or four hours each week carefully planning your strategy for each sales call.

Your single goal is to exceed your sales plan. List all the benefits you will receive once you exceed this goal.

Make a list of the things you have to do tomorrow and number them in the order of importance. Do it at the end of every day.

There is no such thing as a born sales person. Learn the rules of the game and then play better than the competition.

After three years in sales you will begin to feel confident. After five years it is very unlikely that you will ever want to do anything else for a living.

Never complain. Never fight against your company. Work towards solving the problem and finding solutions.

To increase your product knowledge compare points of difference in the products. Each point of difference can be viewed as positive or negative depending on what your customer is looking for. Each point will change the price and the value of the product.

Work with a well thought out, daily schedule with long and short range objectives reviewed daily. Your sense of urgency will be at a much higher level.

[www.MoreGrossProfit.com](http://www.MoreGrossProfit.com)

Have respect for the buyers time - be prepared.

Keep track of all the personal information about your customers as well as all the details of their company.

Overcome telephone call reluctance. Use the telephone as a tool to become more cost effective.

Never take rejection personal. Do what you have to do even if you do not feel like it.

Planning will do more for your confidence and positive expectations than anything else you do.

## Meateaters ask questions

What is the one thing eighty percent of all buyers dislike about sales people? The answer is not surprising: we talk too much. One of the most difficult things for many sales people to do is listen to their customers.

The reason we talk too much is understandable. We called on the customer and asked for some of their time. This sets up a professional expectation on the part of the buyer. "You asked for my time, now tell me why you want it."

The pressure then falls on the sales person to deliver a presentation. This is the point in the selling process that separates the MEATEATER from the SCAVENGER. The SCAVENGER mistakenly believes that selling and talking is the same thing. The MEATEATER knows that you cannot sell anything until you first know what the customer wants. How can this be accomplished?

Instead of starting off the meeting talking about our products, services or company, start off by asking a few questions. "I am here to talk about how some of our services might be of benefit, however, before I start do you mind if I ask a few questions?"

What are the best questions to ask? One thing about prospects or customers that we all agree on is that they have long memories. Ten years ago someone from your company may have made a mistake with this customer. It could have been anything from not receiving a credit to a phone call not being returned. If you are going to talk about a new product there may have been something about the manufacturers rep or supplier that previously upset the customer.

The initial questions should always try to uncover any overriding objection the prospect or customer might have. Until we clear this objection away, our presentation, no matter how good or convincing it is, will fall on deaf ears.

Many times it is necessary to make more than one call on a prospect before they are ready to buy or before we qualify them as someone who would be profitable for us to work with. The initial call should always start by gaining information.

Many sales presentations are designed to go through the entire presentation before handling the objections that are sure to arise. Once again any objections your potential customer has for not giving you an order should be handled first. The reason is simple: If there is some obstacle that seems insurmountable, your prospect will not hear anything else you have to say until you deal with it.

In the back of the prospects mind, maybe not even consciously, they will be thinking that whatever you say doesn't really count, because there is an overriding reason they cannot give you the business anyway. As long as an obstacle blocks your path, you will never get past it until you bring it out in the open and deal with it.

The only way you can bring this obstacle out in to the open so you can deal with it is by asking questions.

Our second group of questions should focus on what our customer or prospect is trying to accomplish. Are they trying to lower product cost, lower labor cost, increase quality, increase invoice size, increase customer count, etc.?

Finally, after we remove any objections or problem that may be on the table, and after we have a clear understanding of where our customer or prospect is going, we are in a position to make our presentation.

Asking questions rather than talking and making positive statements puts us in the category of a consultant. The true purpose of a consultative sales person is to find out what your customer wants and help them get it. To accomplish this we have to listen more than we talk.

Here are two good quotations for the dashboard to help remind us to listen more than we talk:

"It is better to be silent and thought a fool, than to speak and remove all doubt."

"Whoever talks the most during a sales presentation ends up with the product."

The bottom line: simply encourage your customer to talk-and to keep on talking-ask carefully thought out questions and listen. If you can get them to talk enough, they simply cannot disguise their real feelings or real motives.

Asking questions is also a great way to learn new selling and negotiating concepts.

For example.

I just talked to a sales person who gave me a great selling idea.

He told me about the time he was going to have a brake job done on his car.

The price was \$40.

When the sales person asked the mechanic if he could do any better – here is the fantastic answer he gave.

When you read his answer – remember it – try it - and see how a few words can keep you from giving away your gross profit.

## **Meateater questioning strategies**

Buyers have a professional expectation from sales people, which puts the pressure to talk on you, the seller.

Remove any previous objections or solve any previous problems before you start your presentation.

Before trying to convince your customer of a new idea find out what they based their last purchase on by asking a history question.

Get your customer talking about their future goals and listen for clues that will tie your products or services and their future together.

Find out by careful listening and questioning what your customer wants and let them know that you are sincerely interested in helping them get it.

The ability to get your customers to talk as you carefully listen will position you as a friend and partner.

Be a good listener and you will demonstrate how intelligent you really are.

If you find that you are doing all the talking and responding to carefully asked questions, you might end up talking yourself out of the sale.

To increase your confidence focus on your customer rather than yourself.

Schedule three or four warm up calls prior to an important presentation or a new account call.

To reduce call hesitation make the call with the idea that you are qualifying the prospect and you can reject THEM if they do not measure up.

Ask questions about the quality standards they use so you will be able to present the right products and prices when the time comes.

Find out if there is anything your prospect dislikes or would like to change about their current deliveries.

Find out if the prospect is having trouble finding people to staff the operation.

Find out how aggressive the company is in their marketing.

Find out what type of customer base the prospective new account has or is targeting.

Show them by your interest in their business that you are interested in their success.

Look for “points of difference ” that you can use to set your company apart from the competition.

## Meateaters get attention

We are entering a time of "information overload".

Every one of our customers are exposed to a minimum of one thousand advertising messages every day. In addition to being interrupted every eight minutes with some type of problem, phone call or employee, they are being called on by hundreds of sales people. Not only by our direct competitors, but also from the local radio station, the local TV station, the newspaper, the girl scouts and boy scouts, the baseball and football team, the chamber of commerce, the restaurant association, the insurance company, the health inspector, job applicants, the list goes on and on.

Is it any wonder that when we walk in or call our customer their attitude is one of defense? If we call on them once a week there are hundreds of things that have taken place since our last call.

To get a customer to listen we must get their attention and change their attitude. From there on our job is easy. For the moment, we are going to examine this principle and apply it to our job of selling. We are going to apply it to only one phase of the selling process, namely the first moment we spend in the presence of the prospect. And I do not think I exaggerate when I say that ninety percent of the sales we lose are mishandled in the first crucial moment.

What can we do or say to make our sales call more effective? Every time we call on one of our accounts to present a new product or service, or even to simply get an order, there is a preliminary process we must go through or we will lose before we even begin. We must have their full attention.

We have to say something or show the customer something that will peak their interest in such a way that will make them forget all the things that are currently occupying their mind. What can we do or say that will accomplish this important step in the sale; getting attention? Here are a few MEATEATER strategies:

Ask for advice. When done in a sincere way this is an excellent way to compliment someone and get their attention at the same time. "We brought in a new product and would like to ask your advice on how it might be sold".

A piece of industry news. When you come across a news story that may have an effect on your customer's business, cut it out, make a copy for everyone you are going to call on during the week, write their name on, and use it as an attention getter. Caution. Whenever you hand someone something to read, do not talk until they finish reading. If you start talking they will become confused. "Do you want me to listen or do you want me to read?" They will end up doing neither.

A gift. Just about everyone in this country is in debt and just about everyone feels the responsibility to pay his or her debts. We can duplicate a strategy used for several years by a company that sold household products door to door. Their strategy was to knock on the door and when the homemaker answered, the sales person would present them with a small gift. Because of our feeling of obligation to repay our debts, the prospect would listen to the sales presentation.

The same feeling of obligation lies within every person we deal with. They may or may not repay the debt; nevertheless, they feel the obligation. The next time you make a cold call on a prospect, take along a small gift and

present it at the beginning of the interview. It can be as simple as a company calendar, an ink pen or a note pad. Nine out of ten times they will repay you by listening to your presentation.

Product cost, labor cost, increasing customer count, increasing check size, new ideas to help build business, marketing and merchandising ideas, new products or services, success stories, their profit and loss statement, all are good for getting attention.

DO NOT make a presentation on the loading dock or the doorstep; play for a chance to get into the office. DO NOT let him rush you by his command to be brief. DO NOT talk while he is looking at the mail, arranging stock on the shelves, or working in the kitchen. Politely suggest that you will come back when it will be more convenient for him or her. Did you ever sell a person while they are doing something else as you are talking?

A completed sale is only the SUM OF A NUMBER OF SEPARATE SALES... each a sale in itself ... each step in the sale should be thought of and handled alone... and the sum of all the separate sales is greater than each part. Again I repeat, treat the first step, the opener, as a sale.

Concentrate on the prospect's original attitude. Change it! Then go on with the presentation . . . with the door wide open.

### **Meateater attention strategies**

Your competition is everyone who is trying to get a piece of time from your customer.

Always assume an attitude of confidence and purpose and never apologize for making the call.

Hand them a sales brochure, be silent, and wait for them to respond.

The less you talk the more attention is focused on the sample.

Use curiosity while being careful not to annoy the buyer.

Occasionally bring your customers a small gift and eventually they will feel an obligation to repay you.

The gift of information is always appreciated and makes a good attention getter.

The best reason you can give your customer to buy from you is to let them know that your main objective is helping them become more successful and to make more money.

You are not selling simply products, you are selling additional profits, bigger check sizes, increased customer count, lower labor costs, lower food cost, etc..

Bring something new to your customers every week, it doesn't necessarily have to be a new product, only new to them.

Points of difference can easily be found in your private label products as well as any unique items you might sell.

When planning your strategy do not just try and be better than the competition, be different.

What we do or say in that first minute of our sales presentation is more important than any other step in the sale.

The mental picture you have of your customer before you walk through the door will greatly affect the response you get.

What ever you do, do not make the call without a strong opening line or attention getter.

## Meateater presentations

Why are nearly all sales presentations focused on the wrong thing? Mainly because we are under the assumption that to sell we have to find the needs of our customer and then work up a presentation that will demonstrate how we can help fill those needs. Here is the problem with finding needs; we are looking for something that does not exist. No one really needs anything. I am sure you have everything you need to get by just as our customers do. As a matter of fact if you took away twenty five percent of your competition, effective next Monday morning, how long would it take to fill the needs of their customers? Not long, probably a couple of weeks. It would be an exciting couple of weeks if we call on new accounts and asked them if they need anything and they actually said yes!

If we are not looking for needs, what are we looking for? Talking about what we need is really not very exciting. If we stop for a moment and ask ourselves what we think about nearly every minute of the day we will find that it is the same thing everybody thinks about. We think about what we want. We think about our future! To get people excited about buying from us we must go beyond the need and find out what they want. What is in their future that, with the help of our products and services, we can show them how to get?

You and I, and every person we know, LIVE IN A TOMORROW! That TOMORROW may be a few hours off. It may be this afternoon or next week, a month, a year, or even ten years from now. Ninety percent of the excitement in the PRESENT is the imaginary picture we are constantly recreating in our minds of a TOMORROW.

Successful politicians use this concept in every speech. They know that if they want to stay in office or be elected to office they have to know what the people want and build it in to every talk they give. They never like to talk about the past and very rarely address issues in the present; it's always the future.

A travel agency always gives you a clear vision of where you are going, never on the trip getting there. A travel presentation shows you the fun you will have on board ship, all the food and entertainment you will enjoy. However, they neglect to tell you about the 7-hour flight to Puerto Rico where you meet the ship and the 4 hours you have to stand on the dock waiting in line.

A good lawyer is the true artist in the area of painting future pictures. They usually do it based on fear of loss. When you tell them about your concern they paint a picture of gloom by blowing your problem up to the maximum. Then, of course, they tell you how much work it would be to take care of it and, with no guarantees, will represent you for a fee.

One of the single largest goals of most people today is to have the money to pay off their credit card balances. How did so many people get in this situation where the average married couple owes between \$15,000 and \$25,000 on credit card bills? Once we look at the concept of appealing to someone's future, creating impatience and a willingness to go in debt for things they didn't think they could live without, it is easy to understand why people borrow on their future.

How can the benefits of my products and services enhance my client's future? When we begin to think in these terms we have crossed the bridge from SCANVENER to a true MEATEATER SALES PROFESSIONAL.

Once we begin to think in these terms, our prospects turn into customers and our customers turn into clients. We have set ourselves apart from the SCAVENGER who merely has a sales pitch, and put ourselves in the position of a partner who is working for the same goals and objectives as our client. They will know that you "understand where they are coming from". They will know that you understand their problems and have an `insight' into what they are trying to accomplish. Once we can put them on the "magic carpet" and take them to a place where their future becomes a possible reality, we won't have to sell, we will only have to help them buy!

This is the secret of a MEATEATER sales pro. The SCAVENGER talks about the price, the competition or the product, always in the present tense. The MEATEATER looks at their product or service from a different viewpoint. The first question we ask when putting together our sales strategy is: What does my prospect or customer want? What are the pictures they have of their future? What are their goals? Where do they want to be next year, the year after, and five years from now?

### **Meateater presentation strategies**

To get people excited about buying from us we must go beyond the need and find out what they want.

Find out what is in your customers future that, with the help of your products and services, you can help them get.

Politicians do not talk about needs, they talk about the future.

A travel agent talks about a future trip that will give you a really good time.

Insurance companies talk about a future full of accidents, fires, floods, sickness, death and financial ruin.

Lawyers talk about a future full of pain and suffering.

Credit card companies talk about a future you do not have to wait for.

Law enforcement talks about a future behind bars.

Put your customers on the “magic carpet” and take them to a place where their future becomes a possible reality and you will not have to sell, you will only have to help them buy!

Every waking hour the mind of your customer glides out of the present into the future, and they see themselves as they will be tomorrow.

Take the customer out of the reality and dissatisfaction of the present and move them, by your ability to paint pictures with words, to a day sometime in the future when they will be using advantageously what you have to sell.

Organize your presentation in a way that will make the best appeal to his or her three senses ... sight, hearing and touch.

Use the first few words of your presentation to prepare the prospect for what they are about to see.

Keep technical terms and discussions out. Don't describe how it is made, what it is made of, what its construction advantages are over a competitor's unless you do so in terms of what these advantages will mean to the buyer when he uses it. Your presentation should be looked upon as a good teaching job.

Always stress the benefits, not the features.

## Meateaters overcome objections

Anyone who will not complain about price is not very interested in what we are selling.

When the average person thinks seriously about buying some article or service that costs real money, they think at once also of reasons for not buying it. This is true even if they have the desire to buy and have practically made up their mind to buy.

To understand objections and why they are raised, just look at yourself. Suppose you have been getting along with a slightly battered Chevrolet, and suppose your earnings are good and you have the money to buy a better car. Then suppose a Buick salesman calls, demonstrates his car, and starts his sales talk.

You say to yourself, " I really don't need a new car. I'm getting along all right with the old one. It's foolish to spend this money right now-I might need it for something else.... On the other hand, my car is getting pretty old. It may not be safe.... Then again, why should I buy a Buick? The Chrysler looks pretty good to me ... Of course, I like to stick along with General Motors ... still, Chrysler has a mighty nice car. Then there's the Mercury.... I wonder what my wife/husband will think about my buying a car? He or she is not so hot about spending money. . You can see how easy it is to come up with at least 5 objections before we get serious about making the purchase.

Always keep in mind that the buyer is comfortable dealing with the sales person and company they are buying from. To make a change requires assurances that we will be able to handle their business. In the buyers

mind it is easier to stay with their current supplier even if the prices and delivery are not exactly as they would like. That is why they have at least five objections that we must overcome before a prospect will feel sure enough to give us their business.

How would you handle these common objections?

I have too many suppliers already. I really don't like your company. We've been doing all right without you. I'm tied up in supplier contract. I'm happy with my present supplier. You don't carry a full line. I'm not interested at this time. See me in a couple of months. I hear your company is having problems. Business is down.

When answering these "smoke screen" objections the normal response is to agree with the objection, however, an excellent response is to say "I'm glad you brought that up!" And then ask a question. For example:

"I don't like your company". Response: "I'm glad you brought that up. It sounds to me like someone must have done something in the past and it is important that we get honest feedback about our products and services. What exactly is it that you don't like about our company?"

"I have too many suppliers already". Response: "I appreciate you bringing that up. That certainly can be a problem, how many is too many?" "I may be able to help you consolidate," etc.

"You don't carry the items I need". Response: "I'm glad you brought that up. Would you mind telling me which items you are referring to?"

Often we can get the prospect to answer his own objection or to admit that it is not a valid objection. To let the prospect answer his own objection you just let them talk. Perhaps this is all he wants to do anyway. So ask your

prospect questions about his objections and let him talk. Maybe he will answer his own argument. In any event, he will lower his blood pressure.

You may say, for example, "I am interested in why you say that, Mr. Smith. I wish you would explain it to me more fully." You may merely ask him, "Why do you believe that?" If, as so often happens, the objection is not a valid one and the prospect has at best only a half-baked idea of what he is talking about, he will usually flounder around a while and end by admitting that the matter is of no importance.

I have heard one sales manager repeatedly issue this challenge: "No matter what the objection is, I can start my answer by saying, 'That is the very reason you should buy.' It happens again and again that the reason why the prospect has decided not to buy is actually the very reason why they should buy.

For example, the prospect for a pre-cut steak program might say "I don't sell very many steaks so I cut my own". The sales person replies, "That's the very reason you should look at our program. With precut steaks you have a higher quality, more consistency, less theft, a better aged product, and exact portion sizing."

### **Meateater objection strategies**

Only 15% of customers change vendors for a lower price.

Before you discount your price first try to justify it.

The customer who says "I do not care about anything but price" also cares about quality, service and delivery.

Sales people hesitate to ask for the price they would like to get in fear of rejection.

Imply flexibility when giving a price only if you are prepared to lower your price or negotiate.

Lowering your price and increasing your volume is an option only when you consider all of the additional costs involved.

You can alter the sale without lowering the gross profit by adding additional items.

Always seem reluctant to give a discount and never make it easy for the customer to get a discount.

Always try to get the buyer to give you the price they are looking for.

The best defense against price shock is to be shocked at their shock.

When the customer sets the stage for you to feel uncomfortable understand that it is a strategy used by the buyer to put you on the defensive.

When a customer agrees to your price too quickly they may be planning to add on an additional request like next day delivery or extended terms.

When a customer asks for a lower price do not hesitate to ask for something in return.

If you have complete authority over price and let your customer know, you remove your option of using "higher authority".

The best response to "is that the best you can do" is yes.

It is not always wise to seem too smart or wise. Ask the customer to help you understand why the competitors price is lower.

The more you know about their business the better equipped you are to overcome objections.

[www.MoreGrossProfit.com](http://www.MoreGrossProfit.com)

Always let the customer offer to split the difference because you can often times get them to split it again.

When someone says “take it or leave it ” test him or her to be sure they really mean it.

You should always use a carefully planned “pause ” before giving away part of your gross profit.

When faced with an upset customer first let him or her state their case and second let them save face.

## Meateaters close

Closing is the one skill that defines a MEATEATER sales pro. Some sales people believe that selling will become a dying trade with all the technology available today. However, just the opposite is true. With more and more products coming on the market every day there are an equal amount of choices to be made by the buyers. Without good sales people the customers will be lost when trying to make decisions without the help of an "assistant buyer". Marketing will never replace a sales person either. Marketing is merely finding a prospect with a need or desire for the product or service, selling is making the presentation and getting the order. Here is how a MEATEATER will ask for the order:

The direct close is one of the best ways to close because you get it over with up front and there is no doubt about what you are there for. We literally start the presentation with the close. Simply ask for what you want as you start your presentation and build your presentation on the anticipated objections. One thing that is extremely important in using this tactic is you have to know exactly what you want before making the call. An example: "I would like to have your ham business, what do I need to do to get it?".

The choice close is the most common close, however, it is often incorrectly used. If we wait until the end of the presentation and then try and squeeze the customer into a corner they will resent it. The correct way to use this tactic is to build it into your presentation by offering two or three different choices, explaining all the differences as well as the features and benefits of each product, and let them choose the one that best fits their needs. For example we could bring three different hams to a customer; a buffet ham, a PIT ham and a football ham. As we were making the presentation we

would point out the advantages and disadvantages of each product, letting them make the final decision. The theory behind this close is that we give them a choice between something and something else and let them make the choice. We never want to give them a choice between something and nothing.

This close is especially good for the "price buyer". We can show the low quality product, the middle quality product and the high quality product, pointing out that the higher price is really going to cost less in the long run.

The time advantage close creates a sense of urgency during the presentation. "While supply lasts" implies that there are several other sales people selling the same program and if you don't put your order in right now you might miss out. "Limited time only" implies that the price will soon go back to the book price. "Sale ends Friday" also creates the feeling of missing out on an opportunity. "One time offer" is designed to put pressure on to take advantage of the promotion now or miss out all together.

"Longer shelf life" is also a way of taking advantage of time if the shorter shelf life of a competitor is causing a loss due to waste. "New inventory is higher" implies that the market has gone up and we are holding our price down until we sell out of our current stock.

The ask again close must be used carefully otherwise it will be mistaken as high pressure. Wait a short period of time then ask again as if we were asking for the first time. The theory behind this close is the time it takes for a new idea or concept to take hold. It takes time for the mind to work and when we ask the first time there is a natural defense mechanism at work. However, after just a few minutes the buyers mind will start making mental associations and will have more information available to make the decision.

It's similar to a computer making a "search". It also takes courage to ask a second or third time. This extra effort is what makes a MEATEATER closer. Anybody can ask once and accept a negative response. A famous football coach was asked once how he was able to pick such good players for his team. His response was that he looks for players who make the "Extra effort". Everybody can play well or they wouldn't even be in the consideration stage, however, it's those special few who stretch a little further.

Three out of four sales people do not ask the prospect to buy after a sales presentation. The bottom line of being a MEATEATER closer is to know what you want before making the call, and then do what only one in four sales people do; never be shy about asking for it.

### **Meateater closing strategies**

Pick your top customers. Invest in working on ways to help them become more successful. Raise your sales expectations and expect more from them.

Approach every sales call with the positive expectation of success.

Live up to the high expectations your customers have of you.

Never give up on a targeted account. Keep making meaningful calls every week.

You, the seller, are in the strong position because you have the advantage of working with an organized plan and objective.

The buyer expects you to close.

It takes confidence and courage to ask for the order and close.

The time to close can be anytime during the sales call.

Do not go on talking after you have made the sale. The negative imbalance can swing the decision back.

Learn to recognize closing signals the buyer sends you.

Do not tell a funny story at this final closing moment, or introduce new goods, or leave a clutter of samples about to distract attention ... do not lose your nerve and start selling your cheaper line.

Ask for what you want as you start your presentation and build your presentation on the anticipated objections.

Give them a choice between something you want and something else you want and let them make the choice.

Guarantee your product or service with a 100% money back guarantee.

Use the time advantage close to create a sense of urgency.

Use the trial close to lower the feeling of pressure on the buyer by using the phrase - IF you decide to go with us, what day would you like delivery...?

Wait a short period of time then ask again as if you were asking for the first time.

Every close should end with silence.

If everything has been done correctly up to this point, the close will come naturally.

Make every call with a specific objective and close on that objective.

To permit the buyer to defer the close is to leave the sale OPEN to a competitor.

[www.MoreGrossProfit.com](http://www.MoreGrossProfit.com)

It doesn't take long to take business away from a sales person who foolishly take their customers for granted.

When buying products, customers don't generalize, they think in specifics.

The next time you close on a new product, close on the specifics.

## Meateaters follow up

Do we know what our customer expects after the sale? No matter how hard we worked or how many concessions we have made when we sell a customer, he or she then feel that we still owe them a favor. The perception on the part of the customer is that you, the seller, have not only gotten new business but also his or her money. There were many other sales people after the same account and the same business but we were chosen as the recipient. Therefore, psychologically, we now owe our customer a favor. Even though we had to bend over backwards to get the order. That is why follow up is so important to keeping the business.

Can we use specific follow up strategies to take business from a competitor? We have been calling on a particular customer for months and have never gotten to first base. They are polite, however, they keep telling us to come back at a later date. All of a sudden we make a small sale!

As soon as we leave the account we check the stock status. Everything is checked and we drop a card in the mail that your customer receives the next morning confirming the order, delivery date and approximate delivery time. After we check to be sure everything was delivered we make a follow up call to be sure everything was all right with the product. We get a few small reorders and continue the same follow up strategies. And then the orders get larger. Soon we are the primary supplier.

Later we are having lunch with the customer and he lets us in on the reason he switched: WE FOLLOWED UP AND OUR COMPETITOR DID NOT!

Every now and then you will hear a sales manager enthusiastically talk about a new sales person.

"If I had ten people like him out in the field we could double our business. In the first two weeks he brought in one of the largest orders we've ever had!"

Whenever we hear stories like this we wonder how successful they will be six months down the road. In today's business the most profitable sales person is the one who "wears well". The sales person who can call on prospects, close sales, make recalls, close more sales, and each year build a greater volume of business from each customer with a greater amount of confidence and respect from the customer.

There are many sales people who can be sent over a territory once, but not twice. They make a good first impression, a good presentation, close the first order, and then they are off for the next challenge. They don't like to go back to the same customer twice and are usually not welcome because of the lack of follow up.

The majority of sales people follow up to some degree, but only 10% fall into the category that do it like a true MEATEATER pro.

The satisfaction that comes from doing one thing absolutely right and putting the trademark of our character on it, far outweighs the value of a thousand half done jobs. As a MEATEATER sales pro, our follow up and attention to detail is our trademark.

The quality that we put into our work affects everything else in our lives. The entire person takes on the characteristics of the way we do things.

The habit of following up and taking care of the details not only strengthens our selling ability, but also improves our whole personality.

On the other hand, doing things in a careless manner also effect every other part of our life. Every half-done job that goes out of our hands leaves its trace behind. After slighting our work, after doing a poor job, we are not quite the same person we were before. We are not so likely to try and keep up the standard of our work.

The moral effect of carelessly doing things has the power to drag us down. We cannot respect ourselves if we habitually leave dozens of things undone. When self-respect drops, confidence goes with it, and when confidence and self-respect have gone, excellence in our selling skills is impossible.

Our work habits need constant watching in order to keep up our standards. This is even more important for a sales person because most of our time is spent working alone. Many sales people let their ideals drop when they are not under constant supervision and suffer because of it.

There is an old saying that sums up the importance of good follow up: "The secret of success is to do the common job uncommonly well."

### **Meateater follow up strategies**

No matter how hard you worked or how many concessions you have made when you sell a customer, he or she then feel that you still owe them a favor.

Occasionally ask your customers for help. If they are in a position to help you it increases their feeling of importance and strengthens your relationship.

Successful people like to do what other successful people do. They like to buy the same products and services.

Never hesitate to ask about their family if there is a picture, their golf score if there is a trophy, their hunting adventures, favorite fishing spots, backpacking experience, etc.

Look ahead and plan for important marketing dates far in advance and you will always have an edge over the competition.

Make a list of five things you want to talk about and place it where the buyer can easily see the list.

When you say to someone "I would like to ask your advice on something", you can almost see the persons interest level increase.

Harvard University released a report recently that said recognition is the most powerful motivator! Use it with your customers.

Show your customers that you appreciate their business only ten percent more than your competitors; you will stand out and be noticed.

Once your customer knows that he or she sincerely impresses you, they will know you are one of the smartest persons they ever met.

Set aside a short period of time each month to mail out cards and notes to your customers. You will be amazed at the reception you will receive on your next call.

One of the best ways to gain credibility with a prospect is to promise to do something-even the smallest thing-and to do it.

The most important thing we can do is make the call, knowing that every time we talk with a current or potential customer, bring them helpful

[www.MoreGrossProfit.com](http://www.MoreGrossProfit.com)

information and new ideas, we are becoming better known and their trust in us will increase.

Write down what went wrong. Make two columns: things you can control and things you cannot. Take the list of things you cannot control and throw it away. The other list is where the work lies.

MEATEATERS START WITH A CLEAR GOAL. A goal points us in the right direction and begins the process.