# Sales Conception of YumaPOS branches

Definition of objectives plays a fundamental role for successful sales. Your colleagues, which define clear objectives, have higher work efficiency than people without any objectives.

**Planning stages**:

1. Monthly planning

A perfect monthly planning allows you to make effective weekly and daily working plans.

1. Weekly planning

Weekly planning allows you to schedule work to each day of week that helps your staff achieve both individual and team results.

1. Daily planning

Daily planning helps you use your work time effectively and productively.

Every day, a Yumasoft sales representative starts with searching for cold calling contacts or arranging an itinerary to visit his/her area of responsibility.

It is necessary to inspect the area of responsibility to find potential customers that are not available from internet resources.

The aim of cold calls is to get contacts of executive officers, which could help you make arrangements for presentation of our software.

An important step towards a contract signing is an organization of your presentation or an unannounced visit to your client.

**Preparations to a visit**: before visiting a store, inspect it and study their menus. Try to understand whether a decision manager is available. In addition, it is important to prepare promotional materials (such as promotional leaflets, your business cards, etc.). It will help you save time. Note that customers do not like to waste time. Any adverse emotions may result in a collapse of your possible deal.

**Preparations to negotiations**: first study the customer questions and requirements related to our software. After this, you should include in your oral presentation answers to all customer’s questions. In an ideal scenario of negotiation, the customer gets all required information without putting any questions. Please note, that the negotiations are considered to be successful if a potential customer does not put questions. The customer answers your questions instead. Your questions should help customer understand the advantages of our software product.

### **F.A.B Conception**

For effective advertising of our products, study so-called F.A.B. conception (Features, Advantages, Benefits).

**Features** – try to characterize our product. In conformity with the 54 Federal Law, “Yumasoft company developed a simple and user-friendly solution to automatize your business processes.”

**Advantages** – tell customer about advantages of our product to differentiate it from other competitive program products, for example, “in addition to POS terminal solution, we offer an original application customized for your business. Yumasoft is the only company that offers the given program product.”

**Benefits** – it is the biggest challenge for your presentation, because people buy benefits rather than features, and you should outline benefits that are interesting for your customer:

1. Functional benefits – direct benefits that customers can get from the use of our product. It is easy to explain these benefits, and customers understand this well.
2. Emotional benefits – they depend on emotions of a customer that uses our product (one can say that emotional benefits are specifically attached to brands or products). For example, an enjoyment from the user-friendly YumaPOS Terminal application that has obvious advantages over other similar products.
3. Psychological benefits – they help us feel a psychological state. Psychological benefits are in top priority for humans.
4. Social benefits – they define a station in life for a person, and his/her social rating.

In B2B sales, the following points are in top priority for customers: a company profit, an improvement of company image, POS materials, and prospects for the company development.

When advertising our product, you may encounter some objections.

If you encounter objections during a telephone conversation or when advertising our product at customer’s office, you should understand that not all of objections are deal breakers.

There are real and false sales objections – Examples of false objections: the customer does not have the budget for your product, or he/she does not have the time to speak to you. However, your aim is to find out real objections that could be not evident.

To understand real objections, you should ask a few correct and accurate questions.

There are closed questions and open-ended questions.

The closed questions require a short or single-word answer, often Yes or No. Use closed questions to precise known information.

The open-ended questions require respondents to provide answers in their own words, rather than Yes or No. These questions enable you to collect additional information and help you find out real sales objections. After this, you can overcome these objections by advertising the product strengths or calculating the product price.

**Basics of SPIN Selling Questions**

The term SPIN is an acronym of four different types of sales questions designed to bring a prospect into interest and through to a sale:

* **S**ITUATION questions
* **P**ROBLEM questions
* **I**MPLICATION questions
* **N**EED-PAYOFF questions

Let's examine each of these types in more detail.

**Situation Questions**: they are focused on understanding the situation of the customer and learning more about the background and facts of the customer. These questions help you understand why this customer wants to purchase our product. An example of question: “Please, tell us which functions of POS Terminal application are:

* Important
* Desirable
* not interesting for you.”

This helps us understand the customer needs. It is suggested keeping situation questions to a minimum; otherwise, a potential customer may withdraw from deal, because the customer does not want to waste time and forces.

**Problem Questions** – these questions allow us to explore problems and dissatisfaction in areas where our product can be used. At the same time, our product can help customers resolve their problems. It is necessary to pay a maximum attention to this type of questions and customer’s answers, because these answers define our sales strategy.

Example of Problem question: “ What are the issues you are facing so far when using your current POS terminal program?.”

**Implication Questions** – it is the most complex type of questions. They attract attention of customers to current problems and their severity. The answers to these questions do not contain new information, but they enable us to implicit affect customers, because they shine a light on the potential impact if the problems and issues named in the Problem questions are not addressed.

Example of Implication Question: “You mentioned that sometimes your POS Terminal solution failed. Does it influence your sales reports and incomes of your restaurant?”

**Need-payoff Questions** – put these questions only to customers that already uncounted severe problems and understood that it is time to resolve them as soon as possible. The goal of Need-payoff questions is to get the customer to tell you about the benefit of your solution. The answers to these questions help paint a picture of “what could be” with your solution.

Example of Need-payoff Question: “If you purchased our POS Terminal online solution that works stably and has all functions you need, what impact on the business efficiency would that have?”.

**How to overcome objections**

If you encountered a real objection, it is necessary to overcome it:

Step 1: Hear your customer out (применяйте технику активного т. д.) and use this time to elaborate your strategy to overcome the objection.

Step 2: Do not argue with customer, nod in approval, and even if the customer told you about several objections, put the following question: «Please tell me if this is the only reason that prevents you from taking a decision? ».

Step 3: Ensure that there are no other reasons for objections. Put the customer the following question: «Can we think that all the rest is good enough for you?»

Step 4: Find out whether it is real or false objection, and put the screw on customer:

- «In other words, if we resolve this problem, you will agree …?»;

- «If our top managers comply with your wishes (enumerate points), are you ready to sign the partner agreement with our company any time soon? »;

- «If I understood correctly, your defined decision about our partnership only depends on the following question … »;

- «What have you in mind, when you mentioned … ?».

Step 5: Give countenance to customer and reply to objections:

- «Yes, I understand you, it really seems that … on the face of it»;

- «Your doubts are not surprising for me; I would do the same if I were you, but on the other hand, you agree that … »

- «You are right when you make me to put attention to this important question »;

- «Yes, you are right, it is expensive, but do you agree that a quality service should have an adequate price? »;

- «Yes, you are right, it seems that this price is too high on the face of it, but at the same time … »;

- «Some of our regular customers at first thought that it is too expensive, but then they understood that the prices of our products are adequate, because firstly ….. ; secondly ….., etc. And now you see that our partnership is profitable for you?»;

- «Yes, sometimes we encounter the same objections, but after our explanations (we make presentations, discuss examples, or give contacts of our experts) our regular clients understand that their emotions and fear were unfounded. In the end, they took a decision about partnership with our company. They are satisfied with our partnership. I am sure that you will be also satisfied.»

Step 6: Ensure that you have overcome the objection and close the sale.

«Did I answer your question?»; «Did I assuage your doubt?»; «If I answered all your questions, let us …»; «And now, after precisions and clarifications, it only remains to take a decision about our partnership? Am I right?».

After overcoming the objections, one may start closing the deal. You had already contacts with customer and as an experienced sales manager, you can choose appropriate method to do it:

1. **Put an alternative question.**  This method is widely used for completing the sales process. The alternative questions let us understand the customer purchase intention, and customers should be trusted to make their own choices. By answering alternative questions, the customer believes that he/she made the purchase decision himself. Examples of alternative questions: «Will you buy an item or several ones?», “Did you choose the item (1) or item (2)?”, “Do you prefer a white or a black item?”, “Will you pay in cash or by card?”, “Are you ready to purchase an article right now? Or you need more information?”.
2. **Make an artificial scarcity or an artificial lack of time.** This method can be used for 30+ consumers, which remember the articles shortage in the 1990’s. This method also works for men of impulse. You let a customer understand that the article is going to run out of inventory. An information about special promotions and sales may result in the same effect. In other words, you can create an illusion of artificial scarcity for customers of impulse. On the other hand, do not press the customer too hard, and do not use this method frequently; otherwise, you may lose credibility with customers. That is why, it is important to create the appearance of a real scarcity. You should not tell the customer that you are going to sell the last article; otherwise, the customer might think that you try to sell a defective article. It is better to tell the customer that this is a hot product, and you have only two pieces. In this way, you may propose the customer to put the article aside.
3. **The sales technique using a single question**. In this method, you overviews all sales aspects that you had already discussed, but you remain only one question that you should discuss to close the sale. In addition, this method works perfectly for discussing the item price. If the customer thinks that your price is too high, ask the customer’s price. *Important: After this, you do not mention your price, but you discuss a difference between your price and customer price!* *Note that the difference is smaller than the price and this helps you close the sale.*
4. **«Trying» an article for yourself**. This method helps you make the customer to join a discussion on how to use the article. You can discuss how to use the article, and benefits the customer can take after buying this article. This joins the customer to the sales process, and it will be not easy to break the deal.
5. **Discounts, gifts**. Sometimes, it is necessary to move a customer forward to close the sale. In this scenario, a discount or a gift could help you. When can you use this method? Use this method, if you understand that the customer is interested in this item, the customer put much questions, but he/she has not yet taken a definitive decision to buy your article. It is time to offer a gift or discount for him!
6. **Mentioning advantages and strengths.** If you have deeply investigated the customer needs, you should know the properties and advantages of your product that are important for customer. If you noticed the customer hesitating, enumerate all strengths of your article and remind him that he was interested in these characteristics.

In addition to the above-mentioned methods, the following **techniques for closing the sales** can be valuable for you**:**

* **Face-to face sales.** You put your customer a direct question about the sale (“Let’s rise an order?”) However, this is an unsafe method, because you use closed questions, and the customer reply may be “No.” To make oneself safe from this situation, we recommend you to add this phrase before putting your direct question: “Ok, if I understood correctly, everything suits you fine, let’s rise an order?”
* **Your Initiative to sale.**  After discussing all strengths of your product and overcoming all objections, you can use the phrase “Okay, I am glad that this product suits you. Let’s start …” The word “Let’s” helps you close the sale, when the customer hesitates, and other sales method do not work.
* **Pilot sales**.  This method can be used at any stage of sales to confirm the customer’s intention to buy your product. ( «By the way, when we could deliver your articles?») If the customer replies positively, you can rise an order. In addition, customer may communicate an important information that helps you continue to work with this customer and close the sale.
* **Method for overcoming objections (3-Yes technique)**. Use this method if you see that your customer hesitates or wants to think over the deal. In this method, you remind the client the strengths of your product to make the client to respond “Yes.” (Thus, the car has a fair price; What do you think? … Yes. Its technical state is perfect; do you agree? Yes. Moreover, do you like its beautiful color? Yes. It has wheels as you like. Yes. Thus, there are no reasons for your doubts! Let’s rise an order? …) Your aim is to get positive responses of client as much as possible. After several Yes, it will be difficult to respond No. At the same time, even if the customer responded “No,” he/she should argue the objection and this is a chance for you to dispute with the customer.
* **The filling in form method.**  If you have worked much with the customer, but he/she cannot take a definitive decision, you can try to start filling in the order form. The more positions in the form are completed, the closer the sale closing. However, it is better to avoid employing this method, if you use the accountable order forms.

There are many methods to close sales, and each sales manager has own approach to a customer. The very important point is to hold a customer; that is why, remember the following:

* Do not await when your customer confirms the deal. Take up the running and put him follow-up questions.
* If your customer wants to think over the deal, ask him about the reasons of this decision.
* You should initiate the questions – remember this! Control the sales process from your side.

After negotiation, in any case, you should analyze your results.

If you have closed the sale, try to understand whether you have done your best. If you see that you have not done all in your power, try to close an additional sale. If it is impossible right now, analyze your mistakes, and try to do this next time.

If your deal broke, you should also analyze your negotiation to find out the reasons of the customer objections, and the ways to overcome them. Certainly, you will find out the deal breakers, and next time, you close the sales with any customers!

Another important thing is administrative work.

Administrative work includes a preparation of documents for all questions to discuss, recording your to-dos in your personal organizer, and completing reports.