



Mechanical Rubber

HOW TO CLOSE ORDERS

I. INTRODUCTION

At Mechanical Rubber Products, we, the sales department are to close all orders that result in profitable business. To do so, we must follow simple rules to make sure the customer or prospect desires to place the order with us.

In time, we encourage the customer or prospect to place all of their rubber business with Mechanical Rubber Products. This is to ensure that we eliminate any competition that may arise. It is also to ensure that we continue on a growth cycle. The name of the game is more profit, more money for me, the sales person.

A. TERMINOLOGY

1. STRUCTURE

Every customer and prospect has a place at Mechanical Rubber Products. To neatly organize your efforts and thinking, each prospect is placed into four categories. They are as follows:

NN – New New – New Customer New Part

NCE – New Customer Existing Part

ECN – Existing Customer New Part

EE – Existing Existing – Existing customer Existing Part

New Customer – One that has not done business with Mechanical Rubber Products within a (5) five year period

New Part – One that has not been manufactured by Mechanical Rubber Products within a (5) five year period

Existing Customer or Part – One that does regular business with Mechanical Rubber Products

2. CHOICE WORDS

Try to improve your salesmanship by using different phrases or words.

BEFORE

Cheaper
Cost / Price
Customer
Objection
Problem
Sign
Sell

AFTER

Less Expensive or More Economical
Investment
Family or Team or Partner
Area of Concern
Challenge of Issue
Approve or Authorize
Commit or Get Involved

II. PROBLEM SOLVING

Problem solving is a systematic process that must be followed to ensure your success as a salesperson. Mechanical Rubber Products is in the problem solving business first, and the rubber business, second. The system you will follow will give you confidence to consistently close orders, thus increasing sales, thus increasing your salary.

The process is simple: solve problems, get orders, increase your salary.

A. FOUR BASIC QUESTIONS

The following Four Basic Questions are required for every prospect and customer. In some circumstances, these questions can improve your salesmanship beyond your imagination.

Remember: The more information you have, the stronger you are.

1. "Do you have a Purchase Order for this part?"

By asking this question initially, you will eliminate wasted time trying to figure out if you will get the order. It also tells you how much of a rush there is for this part. Another way of asking the same question is, "When do you plan to place the order for this part?"

2. "What is your Target Price for this part?"

This question gives you an idea of the ballpark price in which the prospect is currently paying or desires to pay. There are some situations when the target price can drop, and that is when there are over aggressive competition or the prospect is low-balling.

3. "When is your Required In-house Delivery of this part?"

This question gives you more information that meets the eye. If a prospect has a fixed date, you know to act fast. You also know that the prospect doesn't have time to shop or negotiate. If the prospect doesn't have a fixed date, usually, they are shopping of bidding.

4. "Who and Where is the Competition?"

This question will give you a better range for a target price by knowing the competition. You can, on many occasions get competitive pricing for the same parts that your prospect is asking for.

B. SPEAKING TO ENGINEERS

Profitability comes from the engineering side of the business. If you spend most of your time talking to engineers on the initial designing stages, you can change the original design or material, get Mechanical Rubber Products compound number on the print, place Mechanical Rubber Products as a preferred vendor on the print, and get the first order.

Try to re-engineer the part (redesign). And do not quote to print. This will strengthen your position because; you cannot improve profitability by quoting dollars to dollars.

Working with engineers is the preferred contact at any company. But, you must know how to communicate with them. Here are some important questions to mark you stronger:

1. "How is the part used?"
2. "What is the application?"
3. "What's special about the part?"
4. "What's special about the dimensions?"
5. "What is the most critical dimension?"
6. "How do you inspect the part?"

C. SELLING TO THE BUYER

Buyers are very price conscientious

III. OBJECTIONS

IV. STRATEGIES TO USE

- A. Products and services are sold, not bought.
- B. Customers need to be asked to buy.
- C. Eight percent of sales are closed after the fifth call or after the fifth closing attempt.

1. It is essential that you plan the closing part of the sales conversation in advance and be prepared to ask for the order in a variety of different ways.
- D. Ask and ye shall receive
1. If you want to join the top ranks of sales professionals, you must simply increase your frequency of contact with your customers, and then ask them to buy more often.

V. THE LAW OF NEED

Every decision to purchase a product or service is an attempt to satisfy a need or relieve a dissatisfaction of some kind.

- A. Before selling anything to anyone, you must be clear about the need you are trying to satisfy.
- B. Sales success comes from fulfilling existing needs, not creating new ones.
- C. The more basic the need, the more basic the sales presentation.
- D. The more complex the need, the more sophisticated and subtle must be the sales presentation.
- E. The obvious need is often not the real need for which the product will be purchased.

VI. THE LAW OF PROBLEMS

Every product or service can be viewed as the solution to a problem or the resolution of an uncertainty.

- A. Customers buy solutions, not products or services.
 1. People don't care about you or what you sell. They care about themselves and their problems. A businessperson is interested in improving sales or productivity, decreasing costs, and increasing bottom-line profits.
- B. The more pressing the problem or need, the less price sensitive the customer and the easier the sale.

VII. THE LAW OF PERSUASION

The purpose of the selling process is to convince customers that they will be better off with the product than they would be with the money necessary to buy the product.

- A. The customer always acts to satisfy the greatest number of unmet needs in the very best way at the lowest possible price.
- B. Proof that other people similar to the customer have purchased the product builds credibility, lowers resistance, and increases sales.
- C. Testimonials of any kind increase desirability and lower price resistance to a product or service.

VIII. PRICE vs. COST - DISCOUNTING

The discounting process