

INTRODUCTION TO THE

SAVEAROUND SALES

PROCESS TRAINING



SAVEAROUND SALES CONVERSATION

- X Opening Statement – Qualify For Time
- X 30 Second Commercial – 3 easy steps
- X Extending for more time – Get the Appointment



BIG CONCEPT

The SaveAround Sales Conversation is
designed to sell time & get an appointment



OPENING STATEMENT

Qualify for Time

Did I catch you at a bad time ?

Y = No problem, when should I call you back?

N = Great – If I can grab a quick minute I'll tell you exactly why I called and then you can let me know if you want to keep chatting.

Would that be okay?

Psychology

We do this to be courteous, and show the merchant his / her risk up front. If you only ask for second – then a minute – you avoid the perception of a pushy sales rep. Last, you transfer power to them by letting them know it's their decision to invest more time if they want.



THE 30 SECOND COMMERCIAL

3 Easy Steps

- 1 – Anchor Statement – Make yourself an expert
- 2 – Typical Problem = PAIN / Typical Client = third party endorsement
- 3 – My Reason for Calling & engage with a question

Psychology

- 1 – Everyone wants to know they are talking to someone who knows what they are doing
- 2 – Pain is why people buy / using a 3rd party takes the focus off you
- 3 – Get to the point – you only have one minute and you need to honor that = trust! Ask a question so you can go to the next step



EXTENDING FOR MORE TIME

Get The 10 minute Appointment

Use the engaging question to get them to confirm the Pain you brought up in your 30 sec commercial

Then you have the right to say “based on what you are saying, it might make sense for me to spend a little more time with you. Do you have 10 minutes now?”

Psychology

If they vocalize the pain, they validate it to themselves. This means they might invest more time because they now “believe a little bit of what you believe” And that is the basis for a sale.

Besides, if we are asking for more of their time “based on what they said” it now moves up on their priority list.



OUR SALES STRATEGY IS EASY

Get a
Second

Get a
Minute

Get 10
minutes



THANKS!

Any questions?