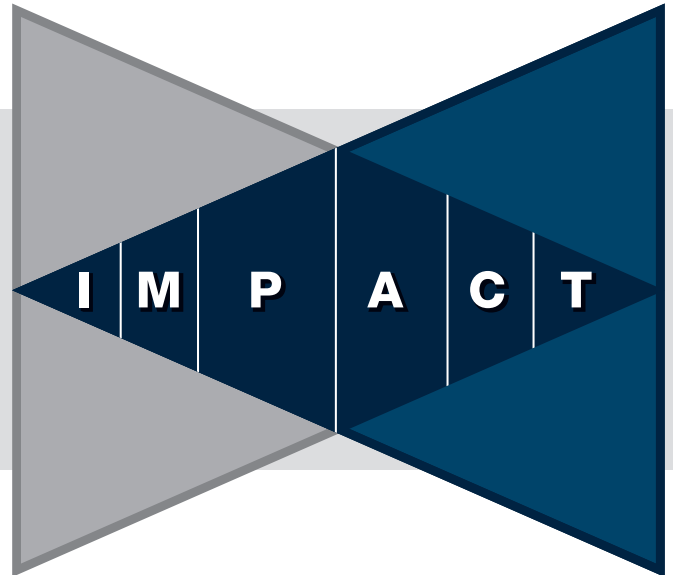


# The IMPACT Selling® Process Guide

## Your Roadmap to a Successful Sale

**“If you follow a linked, sequential selling process, you have a 93% chance of making any sale. Without a system, your chances fall to 42%!”**

Tom Travisano & Bill Brooks, *You're Working Too Hard to Make the Sale* (Business One Irwin)



## The 5 Characteristics of a Qualified Prospect:

- 1** Have a need and are aware of it
- 2** Have the legitimate ability and authority to buy or commit
- 3** Have a **sense of urgency** about the decision
- 4** Trust you and your organization
- 5** Will listen to what you have to say

**The more characteristics of the five a prospect has, the stronger a qualified prospect he or she is. Most salespeople fail because they settle for #5 alone.**

## 3 Rules of IMPACT:

- 1** Never skip a step
- 2** Never leave a step before completing it
- 3** Make sure you and your prospect are in the same step at the same time

# Quickly Identify Which Step of the IMPACT Selling® System You're In

## Step 1. Investigate

The first step of IMPACT Selling®. Prospects are identified, detailed background information is gathered, traditional prospecting is coordinated and an overall selling strategy is developed.

- Gather in-depth data about the prospect, the marketplace and the competition
- Position yourself as a strategic resource
- Identify key players in the account (Internal Advocate, Buffer, Gatekeeper, User, etc.)
- Understand the organization's formal and informal structure
- Confirm your appointment

## Step 2. Meet

The initial interaction between a prospect and salesperson. This enables the salesperson to display a sincere interest in the prospect, gain positive acceptance and develop mutual respect and rapport.

- Approach in neutral
- Issue a Statement of Intention
- Ask for permission to ask questions
- Ask for permission to record answers
- Avoid being abrupt or interrupting
- Identify and adapt to your prospect's behavior style

## Step 3. Probe

The questioning and detailed needs analysis phase of the sale. It enables the salesperson to discover what the prospect will buy, when they will buy and under what conditions they will buy. The prospect can identify their needs and interest in what the salesperson is offering.

- Have prepared questions on hand
- Ask Open-Ended questions
- Ask Closed-Ended questions
- Ask Clarification questions
- Ask Needs Identification questions
- Ask Feature-Benefit questions
- Ask 3-Deep Questions
- Ask Universal Questions

## Step 4. Apply

This step allows the salesperson to present his or her product or service in such a way that it fulfills the stated or implied needs or intentions of the prospect, as identified and verbalized in the Probe Step.

- Make a statement of your recommendation
- Create sufficient value to offset the perception of price
- Ask feedback questions to determine if the solution is on target
- Identify, address and overcome any objections

## Step 5. Convince

This step enables the salesperson to build value and overcome a prospect's doubts or objections. This phase of the sale solidifies the prospect's belief in the supplier, product or service, and salesperson.

- Offer a collection of third party testimonials
- Provide a list of satisfied customers
- Offer a test or trial and define the outcomes

## Step 6. Tie-It-Up

The final phase of the IMPACT Selling® System. This step is asking the prospect to buy, dealing with objections, handling any necessary negotiation and completing the transaction to mutual satisfaction.

- Clarify conditions of the sale
- Use the Assumptive Close - ask the prospect to buy
- Identify and clear away last-minute objections
- Reinforce the sale and compliment the prospect's decision to buy
- Develop a strategy for follow up
- Complete all details related to delivery and service

