

~Sales Skills to Benefit Even the Most Timid Toastmaster~ District 6 Toastmasters Spring Convention – April 25, 2009



Objectives

1. Assess Your “Sales” Comfort level
2. Learn 2-3 sales skills to directly apply in TM
3. Learn 1-2 methods for overcoming objections
4. Try out the skills



Assess your comfort...

- How do you feel about the sales process?
- What have you sold lately?
- What don't you like about Sales?
- Do you like “being sold” to?

People buy from people they like & trust...How do you become likeable? How do you prove trustworthiness?

Dale Carnegie Quote:

Listening Skills



We were given two _____ and one _____ to _____ twice as much as we _____.

How do you get “internally ready to sell”?

- Why are you resistant to sales process?
- How do you connect on an emotional level with a guest or a member of your club?
- Can you recall emotions when walking into a club for the first time?
- What is driving a guest to attend...fear, desire, comfort, inclusiveness...?
- How do you use empathy in dealing with a guest or future member?



Questioning....some suggestions...then add your own

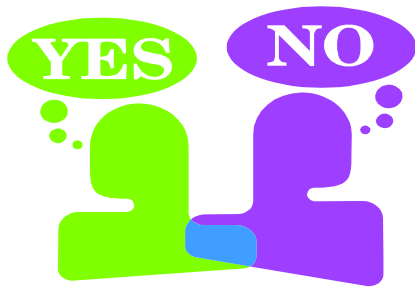
1. First, ask the right questions
2. Resist the need to “Tell”
3. Know your product
4. Ask open-ended questions.
5. How did you hear about TM?
6. Develop need: What do you most want to happen?
7. What do you expect to learn?
8. Ask broad questions, then get more specific
9. Is there an event...a job...a promotion?
10. Who do you know that has benefited from Toastmasters?
11. To retain members: Tell me what you've gained? How else can TM help you? Will you share what you've learned?
12. Add questions of your own...

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Handling Objections – the dreadful “NO”

Common objections you hear
(Write them down)

How do you deal with no's?

1. An objection is not a _____.
2. An objection is not always a _____.
3. An objection is most of the time a _____ or _____.

Four categories of obstacles:

1. No trust
2. No need
3. No help
4. No satisfaction

Steps I will take to use these skills to
Grow and retain membership in my club:

Resources for Toastmasters:

1. Competent Communication Manual: Project #9 – The Persuasive Speech
2. Advanced Communication Manuals:
 - a. The Professional Speaker – The Sales Seminar project - Item 226G
 - b. Interpersonal Communication – Item 226M
3. VP of Membership Manual – given to all those elected.
4. Successful Club Series Set – Item 289
 - a. Moments of Truth –Item 290 – download free at members.toastmasters.org
 - b. Closing the Sale – Item 293
 - c. Finding New Members for Your Club – Item 291
 - d. How to be a Distinguished Club – Item 299
5. Membership Growth Manual – Item 1159
6. Competent Leader Manual – various projects
7. Search members.toastmasters.org

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