

The Tool Box Class:

Setting up the call and Define Success

To be able to implement what has been taught.

The attendee's can take, retake and refresh at any time:

Retail Sales - they call you take their orders

Direct selling - you call them (and you want to be in the right pond) - Like going fishing -

The purpose is to:

- 1) Identify the three phases:
- 2) become proficient in Icebreakers and QDC
- 3) Transfer some information (Pipeline)

1. The Call (3 phases of working leads)

Beginning - Ice Breakers

Middle -

End -

When you call someone they were doing something before you called:

Reading a book or news paper, changing diapers, getting kids ready for bed, washing dishes etc.

Beginning - First Call: Your opening.

When we look at why most people get stuck or are not successful: It is the Ice Breakers

Then conversationally you need to qualify them.

Middle - Next Bump in the Road: When the prospects say something!

Ask a question, objection, statement. QOS

You can work really hard and when you almost bring someone in or do not get them in you get paid the same. NOTHING! If you are doing the work... you deserve to get paid. There are many moments that you will now learn how to get the results

2. Tool Box: (Just 3 tools) Uniform Way of Handling: Questions, Objections and Stuff.

What is QDC? QDC - A speech pattern: The Order Counts

- It's a speech pattern... it's a philosophy, a way of doing things.
- It's what you can learn to say when your prospect says anything.
- It is the order in which things are done.

QDC - What does it stand for: Qualify, Demonstrate, Close

When someone asks a question; you can answer the question or close the sale or gather the information.

Q = Qualify Question - It is a question you ask that helps you close the sale or get more info to do

D = Demonstrate – Satisfy the condition

C = Close – Ask for the money

QDC MOMENT:

When a Customer Asks a Question, Makes a Statement or Raises an Objection

NOTE: The one asking the most questions tends to control the conversation.

Learn how to find the QDC moment you can make the close in the **Q!**

Little People Tool Box

(Light) (Who we are reaching) (simple) ([The order you do things](#)) Everyone Needs

The three tools

- 1) QDC (the old "If, would you?")
- 2) Clarify
- 3) Translate

1 - QDC - If,.... Would you....?

Qualify - [If, blah-bitty blah...Would, you blah-bitty blah?](#)

So if this is blah, would you or do you want?

Demonstrate - [Do, Say or Show that addresses a concern /](#)

Close - ([High pressure High sales low pressure low sales No pressure no sales!](#))

[Yes, No or Something else. You said at the beginning you said you would want to get ...](#)

Remember: Think Long, Think Wrong... They Loose something and it changes.

2 - Clarify -

4 words = How do you mean?

6 words = What do you mean by that?

7 words = Why would you ask me that now?

3 - Translate - People don't say what they mean or mean what you say?

12 words = I heard what you said, but I think what you meant was...

Feel, Felt, Found

NOTES:

Transition - I think I could answer that could you give me a (few mins) so I can address this?

When in doubt use - What do you mean by that?

When you are not sure - How do you mean?

Shake the bushes! Birds are hiding in the bushes...

After ever tool

Use all the Tools in this order: 2 - 3 - 1

Questions - What is it? What is this going cost?

Objections - I do not know if I could order every month! -

Statements or Stuff-

What makes a good Qualifying Question? Remember any question is better than no question.

- 1) It's a question that you already know the answer to.
- 2) It helps you retain control.
- 3) It helps you to either close the sale or get more information to do so.
- 4) Usually has the answer in the question.
(example, If everything looked right, would you want to go fast or slow?
as opposed to how would you like to get started?)

1) Qualify - is a question you ask that either closes the sale or gives you more information to do so.

2) Demonstrate - it's what you do, say, or show to satisfy the condition. Sometimes we say when you answer the question

3) Close - ask for the order. restate the Qualifying question.

If you knew this, would you be answering the prospect the same way?

You could be missing it by a mile. You can teach anyone that wants to learn in five minutes:

How it got started.

Watching an interview... would watch the interaction, see the possibility to wrap up a sale or an interview or retain control, and it missed it by a mile.

Knowing that the prospect probably just revealed whatever was needed to help them make a decision.

Let's build a foundation of knowledge to build upon.

* Foundation:

Most people don't know how to get what they want. If they knew it, they would have it already.

Therefore, by that very definition, they will say things that do not make sense, sound goofy, postpone, push back, resist, Expect it. That's what there are supposed to say.

Learn to translate. Your role is to help them through the process and QDC helps them with that.

QDC-A speech pattern:

Next tip... Order Counts: The order in which things are done

* Foundation: Many times, when it counts, there is an order in which things are done.

Getting dressed - jeans and sneakers. Which gets put on first?

Landscaping- when do you put in the plants, flowers and bushes. Which gets done first?

Could you do it the other way and it still work out? Probably, but not as easily or as smoothly.

Jeans = Qualifying Questions

Sneakers= Demonstration

What do most people do things, instinctively. If not taught, things maybe in the wrong order.

* Foundation: Tell versus Ask. Tell versus show.

Modes: Tell versus ask. Always ask. Telling pushes away, Asking brings them forward.

Asking Questions will be the key.

Telling versus show. Implementation.

* Foundation: What is a sale?

What's a selling situation? My definition- any time there are two people and their lips are moving.. someone is selling and someone is buying. You are selling them or they are selling you, right?

Now I can use the word "sale" and you'll know what I mean.

There's a difference between hard closing and helping people to make a decision.

Several scenarios when people ask questions:

What is their motivation?

Five scenarios:

- 1) Right
- 2) Wrong
- 3) Incomplete
- 4) Waste your time.
- 5) Hidden Agenda

Example of retail sales person.

You are the retail person... in front of the jewelry display case, customer walks up to you and says, "Do you have them in green?"

Sales rep says "yes"... "what do ya got?" Not really sure.

I take my "selling situations" less casually.

Now discuss that the retail sales rep has to turn around, walk five miles one way to open a draw or a bin to check, then walk back five miles to find the prospect (if he's still there, or still interested)

Discuss some options:

Green's ugly, who would want them in green, I want orange.

I want them in green, how about purple yellow and blue.

I am really not interested, my wife's shopping in the mall, and I saw you standing there looking lonely.

I am interested because I am shopping around and have been visiting with 12 of your competitors.

If you knew this, would you be answering the prospect the same way?

You could be missing it by a mile.

What's the answer? How can you determine their motivation?

Simplest formula for a Qualifying Question: "The If- Would you?"

Simplest example: if () , would you ()?

If (state condition), would you (action step)?

Possible answers... 3

- 1) Yes
- 2) No
- 3) Something else

It is polite to answer a question. Not always profitable.

Answer a question with a question. He who talks the most keeps the Application.

Qualifying Question definition- a question you ask that either helps you close the sale, or give you more information to do so

Additional benefits- Retain control, Time management.

How do you know when there's a QDC moment?

Ask a question, objection, statement.

QDC Examples:

Customer - Do you have these in green?

Tangents - Time wasting Orange / Blue

Sales clerk - Let me check (15 Minutes) Yes

If we had them in green do you want one?

If we had them in green how many do you want?

Then you must Demonstrate - Show that you have 5. Get the and 1, 2, 3, 4, 5,

Close - you said if we had 5 you would take them? Are you ready?

Customer - What's this all about?

Sales clerk - If I could show you.... Would you.....?

Examples:

Question: Is there a Monthly purchase?

Objection: Is this one of those things?

Statement: All those things are look like scams.

Momentum building up

Extra bonus about resistance or objections:

Oh goodie, that's what they always say before they ... (buy, get in, say "yes!")

Draw out your tool box and make sure you carry it with you, wherever you go.

All you'll ever need is just these three.

- 1) QDC (the old "If, would you?")
- 2) Clarify
- 3) Translate

Tips: if you are not sure... choose the one in the middle (Clarify)

When using any in combination, they usually all finish with #1 (If, would you)

If you're going to use all three... the order is 231 Clarify, Translate, If, Would you

If you're stuck on what to say on Translate, try a blend of Translate and Clarify

For Example: "I heard what you said, but I think what you meant was...something else?"

How do you mean?"

Every one is LS, will FS, in the hopes it WB - pull them back to your side, before they fall off the cliff.

Looking for something, Found Something else, Works Better

Homework: Practice the simplest format for a QDC, If (), would you ()?

Start to identify QDC moments: List five that happened while you were awake.

- 1)
- 2)
- 3)
- 4)
- 5)