Servant Salesmanship:

If You Serve Your Customers, They Will Buy from You

Generation Self Employed, Inc.

Course Syllabus

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About The Course Series

Generation Self Employed is an entrepreneurship course series developed by David Lantz working in partnership with Scott Badger of Northpoint Homeschool Classes. Working with two groups of Juniors and Seniors in Northpoint Homeschool Cooperative learning academy for the school years 2012-2013 and 2013-2014. The result is a "learn by doing" curriculum that can be used by home school families, unemployed or underemployed adults, as well as older adults nearing retirement age, but who wish to start their own businesses. The curriculum is designed to accomplish two goals:

1. To help people learn how to see themselves becoming entrepreneurs,
2. Gives them a step by step hands on program to learn and apply the principles of how to successfully launch a business.

The courses in this series are:

1. Why Have a Business?
2. Understanding Yourself as an Entrepreneur
3. Servant Salesmanship
4. Your Business by the Numbers
5. Creating Your Business Strategy

About The Course Creator, David Lantz

I have a Masters in Public Affairs from Indiana University (1981), and a B.A. in History, Political Science and Economics from Butler University (1979). I received an Advanced Online Faculty certification from the University of Phoenix in 2012.

I've worked in the network marketing direct sales industry, building a downline of with over 170 independent representatives. I also worked as a Telecommunications Sales Consultant with 12 years experience, and I've authored 6 books, including **Think Like Jesus, Lead Like Moses**, and special "eyes only" Socio-Economic Briefing book for Dr. Billy Graham during his 1999 Central Indiana Crusade. As a college adjunct professor, I've been teaching at the college level since 2004 at four colleges and universities. The material in my Generation Self Employed entrepreneurship series draws from my experience in teaching economics, public relations, sales, algebra, finance and statistics. In 2005, I was named Faculty of the Year for the University of Phoenix, Indianapolis, Indiana.

My Courses Simplify the Complex!

Course Description

Servant Salesmanship will provide students with a solid understanding of the process of selling. Beginning with understanding what business you are really in, and why people buy from you, to developing a sales process, ***Servant Salesmanship*** imparts the art of serving, rather than selling, your customers. We'll teach you that the key to building strong customer relationships is to build profit generating partnerships with your customers. ***Servant Salesmanship*** will teach you how to ask for the order with the primary motive of benefiting the customer.

This course is divided into eight sessions. The first session, **Introduction**, is designed to explain who can benefit by taking this course, and how you can use the material to enhance sales in your business

<u>Lesson 1</u>: Introduction to Servant Salesmanship

<u>Lesson 2</u>: Course Outline and Syllabus

The second session is titled **Until You Sell Something, You Don't Make Money.** In this session, we focus on serving customers. When you do so, you will sell them your services – and enter into a mutual profit generating partnership.

This session is subdivided into three lessons:

Lesson 1: What is Selling?

Lesson 2: Attributes of a Sales Person

Lesson 3: The Customer Sales Process

In the third session, **Understanding the Needs of Our Customers,** we want to dig into a specific company in the book publishing industry, and answer two questions: First, what business are they really in? Second, why do their customers buy from them – instead of from someone else? . This session is subdivided into the following four lessons:

Lesson 1: Reviewing Your Sales Pitch

Lesson 2: Why You Need to Know Your Company's Story

Lesson 3: Understand What Your Customer Wants, and Why

Lesson 4: Understand Who You Are and What You Want

The fourth session, **Prospecting: Looking for Opportunities to Serve Someone**, reveals key information about your chosen company for you to compare to what you were able to discover in the previous session. Knowing these things will helps us as we prospect for potential customers whom we can serve with what we sell. This session is subdivided into the following four lessons:

Lesson 1: Synchronize what I WANT to sell with prospects who wish to buy what I sell.

Lesson 2: Learn that I must HUNT for PROSPECTS

Lesson 3: Ask the right questions in order to identify your ideal prospect

Lesson 4: Beginning the prospecting process

In the fifth session, **Planning Your Sales Strategy**, we'll examine the difference between Selling and Serving, as well as how to use a Customer Relationship Management software database. You'll learn how to create a sales process roadmap that allows you to journey with your potential customer to the destination of having a satisfied client. This session is subdivided into the following 6 lessons:

Lesson 1: Presenting Your Cold Call Script

Lesson 2: Developing the Sales Process

Lesson 3: Creating a Customer Database using Microsoft Access

Lesson 4: Managing Sales Activity with a CRM Tool Called Address Two

Lesson 5: Implementing a Sales Process

Lesson 6: Tracking Your Prospect through Your Sales Process

In the sixth session, **What Motivates a Customer to Buy**, we'll look at methods for speaking with three types of buyers: The Conscious Buyer, the Unconscious Buyer, and the Preconscious Buyer. This session is subdivided into the following 4 lessons:

Lesson 1: Learn about the psychological thought processes people have when making a purchase.

Lesson 2: Identifying 3 customer need levels

Lesson 3: Continue to develop the sales process for making a sale, using needs based selling.

Lesson 4: Introduce the concept of team selling and how the different sales roles relate to the DISC profile.

In the seventh session, **Planning on Closing the Sale**, you will learn the customer's three basic buying criteria. First, does the product do what it promises to do? Second, the value I receive from purchasing it equal to or greater than the price being charged? Third, what sort of service will I receive over the life of the product or service? In this session, we'll explore these issues so we can better understand how to serve our customers. This session is subdivided into the following 4 lessons:

Lesson 1: Strategic Customer Sales Planning

Lesson 2: Anticipating and Meeting Objections

Lesson 3: Cost Justifying the Sale

Lesson 4: Closing the Sale

The eighth session, **Next Steps,** we summarize what has been learned in this course, and preview additional courses in the series available from Generation Self Employed.

Course Sessions

- Session 1: **Course Introduction** David and Scott introduce the course, discussing who can benefit from taking the course, and their vision for how the curriculum will help people if they decide to launch a business.

Lesson 1: Introduction to Servant Salesmanship

Description: In this lesson, we introduce you to the course and describe the session modules for the course.

Lesson 2: Course Outline and Syllabus

Description: In this lesson, we provide you the course outline, end of session assignments, and descriptions for each lesson. Please be sure to download the course syllabus.

- Session 2: **Until You Sell Something, You Don't Make Money,** focuses on serving customers. When you do so, you will sell them your services – and enter into a mutual profit generating partnership.

    - ***Learning Objectives***

In this Session, you will learn the following:

- Identify the characteristics of selling
- Compare your DISC profile and these characteristics of selling
- Introduce the concept of a "sales script" in the introductory meeting/conversation with a prospect.
- Introduce the components of a sales process

Lesson 1: What is Selling?

Description: In this lesson, we review the assignment you had from the close of the last session. You'll review your presentation spiel, also known as an "elevator pitch" for one of the three companies you chose.

Lesson 2: Attributes of a Sales Person

Description: In this video, you will learn about the attributes for a good sales person. You'll be challenged to think about situations in which you have had to "sell" your self to someone – using your personal skills to ask someone out on a date, purchase something from you, or to hire you for a job.

Lesson 3: The Customer Sales Process

Description: In this video, you will learn about having a sales process and how to develop one. As you learn about this process, think about what it is you need to do to personalize your sales pitch so that it flows with your personality.

End of Session Assignment

To be able to sell something, you must be familiar with your product or service, your company, and who is a good customer for you, and who is not. So, before you can focus on selling something, let's learn more about who we are and why our customers buy from us..

You are / your team is Books R Us. If you are studying this as an individual, choose one of the following to work with. If you're studying this with other students, you are part of a team selling a different product/service:

- Team A, go to www.rethinkbooks.com and learn about what that company sells, and the benefits of their service.
- Team B, go to http://www.authorhouseselfpublishing.com/ and learn about what they have to offer.
- Team C, go to http://www.adobe.com/products/digital-publishing-suite-family.edu.html to learn about this company and its e-book publishing software.

Your assignment for the next session is to write a TEAM paper (or an individual paper if you are doing this by yourself) per your instructor's style requirements in which you address the following:

- Review the company you've been assigned. Describe what they sell, what their market niche is, and what their key products/services are.
- Write a two – three sentence description of who your ideal client is
- Identify a data source of potential prospects. Consider book/publishing trade associations.

- Identify a data source of potential prospects. Consider book/publishing trade associations.
- Write your initial SPIEL that you will use to speak with Mary in order to set an appointment with her.

- Session 3: **Understanding the Needs of Our Customers,** digs into a specific company in the book publishing industry, and answer two questions: What business are they really in? Why do their customers buy from them – instead of from someone else?

  - ***<u>Learning Objectives</u>***

  In this Session, you will learn the following:

  - Review presentation spiel
  - Discover more about the three book publishing companies being used.
  - Understand what our customers need and why they need it
  - To sell our products and services, we must understand our business

Lesson 1: Reviewing Your Sales Pitch

<u>Description</u>: In this lesson, we review the assignment you had from the close of the last session. You'll review your presentation spiel, also known as an "elevator pitch" for one of the three companies you chose.

Lesson 2: Why You Need to Know Your Company's Story

<u>Description</u>: In this lesson, you will learn how to uncover things you need to know about the product or service you are selling. By knowing the story of your company and the product or service you sell, you'll be better able to understand how your company can help your customers achieve their goals.

Lesson 3: Understand What Your Customer Wants, and Why

<u>Description</u>: In this lesson, we stress that in order to sell your services, you must answer two questions about your business: First, what business are you REALLY in? Second, why do your customers buy from you?

Lesson 4: Understand Who You Are and What You Want

<u>Description</u>: In this lesson, we'll help you develop your company mission statement, and define what you want by establishing your business goals. We'll also ask you to identify your main competition, and what sets you apart from them.

End of Session Assignment

Prior to this meeting, you were to do some research into the company you'd chosen/been assigned. You were also to describe their ideal customer and identify a data source of potential prospects. Finally, you were to develop a spiel to get you “in the door” with Mary.

Let’s pretend that you had a good visit with Mary, but you didn’t get anywhere with her company. While you had a good spiel to get yourself in the door, you didn’t have a strategy for how to conduct the introductory sales conversation with her once you met with her.

Part of the problem was that you didn’t yet possess a good feel for who your company is, and how they see themselves serving their customers. Here’s what we’d like you to do before the next session:

Write a paper in which you do the following:

1. Develop a mission statement for the company you are working with. Use their website/other linked sites to help you learn enough about them to create this statement.

2. Refine your understanding of an ideal customer. Write a 2 – 3 sentence description of this client.

3. Be sure to write out information on your main competitors, and why a customer should buy from you, instead of one of these competitors.

4. Using the data source you have found, identify 5 likely prospects to call on.

5. Prepare this in a paper formatted per your instructor’s guidelines.

6. Additionally, pick one of these likely prospects. With your team, create a role playing scenario where you first use you introductory spiel to have an initial meeting, and then role play the conversation you will have with your prospect at that first meeting. Your goal is to persuade the client to let you set up a demo of the product and present a proposal based on what you have learned about their buying criteria.

- Session 4: **Prospecting: Looking for Opportunities to Serve Someone,** reveals key information about your chosen company for you to compare to what you were able to discover in the previous session.

- ***Learning Objectives***

  In this Session, you will learn the following:

  - Synchronize what it is I WANT to sell with prospects who wish to buy WHAT I SELL.

- Learn that I must HUNT for PROSPECTS
- Asking the right questions in order to identify your ideal prospect
- Beginning the prospecting process

Lesson 1: Refining Your Prospect List

Description: In this lesson, we review the results of the assigned business scenarios from the last lesson of the previous session. Be sure to have your calculations handy to compare to what we came up with.

Lesson 2: Prospecting for Potential Customers

Description: In this lesson, you'll learn how to identify a qualified prospect, as well as information sources that can help you target your ideal customer. We'll show you how to use such sources as Reference USA and Alexa.com to prospect for people with money to buy, authority to buy, and the desire to buy.

Lesson 3: Obtaining the Sales Interview

Description: In this lesson, you'll learn how to set a sales interview with your prospect. We'll explore how to create a cold call script and apply the seven step process to secure a sales appointment to present your product/service to your prospect.

End of Session Assignment

Prospecting for customers is not easy. You have to go through lots of nos before you get a yes. We can plan ahead to increase the probability of getting a yes. In Session 4, we will begin to explore how to create a sales process that will help us more efficiently transform prospective customers into buying customers. For now, let's consider what we need to do before the next session.

We'd like you to write a 3 – 5 page paper in which you do the following:

- Review your Presentation SPIEL that you used to speak with someone in your target company to set an appointment. Analyze your spiel. In your spiel, identify each of the following seven aspects of a cold call script. If you lack one or more of these elements, add them to your spiel:

  1. Introduction
  2. Develop relevant contact (make sure you're speaking with the right person).
  3. Hook
  4. Probing
  5. Call to action
  6. Qualifying Questions
  7. Close

- Using what you have learned in this session, update the description of your ideal customer, and describe why they will buy from you.
- Develop a process to keep track of prospects you call on.
  - How do you plan to track who said no, who said maybe, who said call back in six months, etc.?
  - How do you plan to track appointments, and follow them from your initial appointment that you set to if/when they buy something from you and give you a check?

- Session 5: **Planning Your Sales Strategy,** examines the difference between Selling and Serving, as well as how to use a Customer Relationship Management software database. You'll learn how to create a sales process roadmap that allows you to journey with your potential customer to the destination of having a satisfied client.

- ***Learning Objectives***

  In this Session, you will learn the following:

  - Learn the Difference between Selling and Serving
  - Treating the sales process as a journey with our potential customer to the destination of having a satisfied client.
  - Learn about Customer Relationship Databases and systematic prospecting
  - Identifying information gathering strategies in the Initial Customer Interview

Lesson 1: Presenting Your Cold Call Script

Description: In this lesson, you will be expanding on your sales process and learn how to create a sales strategy road map. We'll ask you to present your cold call script you drafted in the last session to someone you know. As you practice, remember: This is training you'll need to sell your own products and services some day.

Lesson 2: Developing the Sales Process

Description: In this video, you will learn how to develop your sales process. As you study this lesson, you'll show you how Customer Relationship Management (CRM) software can help you track your sales prospects.

Lesson 3: Creating a Customer Database using Microsoft Access

Description: What are the things you should think about when setting up a method to track your sales prospects? In this lesson, we'll illustrate some issues to think about as you consider how to set up a simple tracking system using Microsoft Office's Access program.

Lesson 4: Managing Sales Activity with a CRM Tool Called Address Two

Description: In this lesson, we provide a video from a company called Address Two on how to use their CRM software to manage your sales activity. If you don't want to build your own database, this is a powerful, inexpensive tool you can use to manage your sales process.

Lesson 5: Implementing a Sales Process

Description: In this video, you will learn how to implement your sales process for your website using your database. We'll consider the example of Author House, a company that markets self publishing services.

Lesson 6: Tracking Your Prospect through Your Sales Process

Description: In this video, you will learn how to track your prospective buyer through your sales process. As you watch this video, remember how to identify your target market and how to describe how your products would be good for your prospective buyer.

End of Session Assignment

In this module there will be a team sales project to develop a sales process for the company they've been assigned to work on (Rethink Books, Author House, Adobe Digital Publishing). We've created a description of this project which you can access by downloading the "Sales Class Project Assignment." It was originally created as a group project, but whether you're working on it on your own or with a group, you'll want to access it. In our next session, we'll discuss it in greater detail. For now, we want to build on what we've learned in this session to help prepare us for that exercise.

For the company to which you've been assigned, we would like each member of that team to write an individual paper for the company their team will be working with. Later on, each team will combine the ideas of the individual team members. **For now, you will come up with a 3--5 page paper where you describe the product/service being sold.** The paper should address the following "assignment deliverables":

What is the product or service and its key feature(s)?
What is the advantage to the customer for buying it?
How will the customer benefit by buying from you instead of a competitor?
What criteria should the customer use to decide what to buy in terms of

- Product, in terms of what it does/doesn't do.
- Price, both up front and ongoing
- Service after the sale

- Create a list of different fields to track and monitor in your sales process. Describe how you will use the tracking tool you create to monitor your prospect through each stage of your sales process. Be sure to examine either Address Two or Microsoft Access to help you get some ideas for this.

- Session 6: **What Motivates a Customer to Buy,** we'll look at methods for speaking with three types of buyers: The Conscious Buyer, the Unconscious Buyer, and the Preconscious Buyer.

- ***Learning Objectives***

  In this Session, you will learn the following:

- Learn about the psychological thought processes people have when making a purchase.
- Identifying 3 customer need levels
- Continue to develop the sales process for making a sale, using needs based selling.
- Introduce the concept of team selling and how the different sales roles relate to the DISC profile.

Lesson 1: Buyer Psychology

Description: In this video, you will learn how people think when it comes time to make a purchase. We'll also discuss sales roles and how they relate to the DISC profile. You'll learn how to use your sales process to develop a needs based selling approach.

Lesson 2: Sales Methods to Introduce Features, Advantages and Benefits

Description: In this lesson, you will learn how to satisfy the buyer's needs by discussing the features, advantages, and benefits of what you sell, and linking a solution to the buyer's needs. Knowing your buyers needs will help you identify which such features to pitch to your customer.

Lesson 3: Satisfying the Buyer's Needs

Description: In this lesson, you'll learn the art of uncovering your customer's needs by discovering what causes them pain. We'll establish a scenario and ask you to role play it to learn how to discover what your customer needs, and how you can serve them by fulfilling their needs.

Lesson 4: Analyzing the Role Play Scenarios

Description: In this lesson, you will analyze the insights to be learned from the role-playing exercise. You'll learn the six words that reveal a customers fears, how to identify them during the sales process, and understand the key aspects that influence the purchase decision.

End of Session Assignment

In our last session, we briefly mentioned the Sales Class Project Assignment. Let's take some time to look it over. You'll find a copy of it at the end of this document. Notice that there are three roles:

- Customer
- Lead Sales person
- The Technical Expert

As you think about the "state of consciousness" of your customer, start with the assumption that they are Pre-Conscious. Within your team, think of who your Lead Sales Person will be. This individual will serve as the "Master of Ceremonies" in conducting the sales process. Such people are I types in the DISC profile.

Typically, the Lead Sales person is not an actual expert in the details of how something works. Thus, you will also need a Technical Expert as part of the sales team. This is the person who knows everything there is to know about the PRODUCT. This type of person is GREAT at projects, products and details. Such individuals are C types in the DISC profile.

As your learning team works on the Team Sales Presentation, develop a set of criteria the customer should use to decide whether or not to buy from you. One of the ways we should serve our customer is to help them identify those things that are important to them when making a purchase. WHY do they need Product X? What will change for them once they buy it? Will it reduce "pain" someplace, or will it give "pleasure" – in other words, are they buying it as a defensive measure against something, or a pro-active means to accomplish some goal? Finally, how does the customer develop a measurement process to decide which of several options/products/suppliers to choose from? If we DON'T help them develop a "rating system", they will default to the price of the product/service.

For our next session:

1. Prepare an outline of what the customer purchase criteria should be, and what FABs associated with your designated service you should focus on to meet the customer's needs.
2. Take an individual quiz on the material presented in this lesson.
3. Review the End of Module Presentation Assignment

- Session 7: **Planning on Closing the Sale,** examines the difference between Selling and Serving, as well as how to use a Customer Relationship Management software database. You'll learn how to create a sales process roadmap that allows you to journey with your potential customer to the destination of having a satisfied client.

- ***Learning Objectives***

  In this Session, you will learn the following:

- Understanding What We Will Need for our sales presentation
- Determining the Customer's Buying Criteria
- Understanding What A "Buying Signal" Is
- Developing a Cost of Ownership Sales Concept for Your Customer.

Lesson 1: Strategic Customer Sales Planning

Description: In this video, you will learn about what you need for your sales presentation by determining the customer's buying criteria, developing a cost of ownerships sales concept for your customer and recognizing what a buying signal is. After this lesson, you will understand the importance of always having a sales call objective and knowing how to implement it.

Lesson 2: Anticipating and Meeting Objections

Description: In this video, you will learn how to anticipate and deal with objections, as well as how to prepare your sales team to understand and respond to customer concerns. When you've completed this lesson, you will be better able to serve the needs of your customer.

Lesson 3: Cost Justifying the Sale

Description: In this video, you will learn how to provide a life cycle cost to your product. As you watch this video, we will explore how to apply what you learn here into real life situations.

Lesson 4: Closing the Sale

Description: In this video, you will learn how to close the sale with your presentation. As you watch this lesson, you will come to understand the importance of not only asking for the sale, but asking in the right way, and with the right motives – to serve your customer.

End of Session Assignment

You've been working on your sales presentation. How's it gone? Did you know there's a national competition regarding salesmanship? Here's a promo video you can watch at http://www.youtube.com/watch?v=Kvag6p7WVAg

Why not consider making a video of your presentation and upload it to Youtube? Use the phrase "I Am Generation Self Employed" and we'll link to it via this course!