

Conquering Sales Phobia



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As a volunteer fundraiser you're going to have to sell something to someone at some time. It can be great fun, a good way to meet your neighbours, a personal challenge, and a very satisfying learning experience.

To create a calm process out of chaos we recommend you use a script and while some love 'em and some hate 'em, it is proven by the world's best salespeople to be the way to go.

If you are a nervous seller, then a script is the tool to calm your nerves, gain confidence and foresee a positive outcome.

In sales, scripts can help us with:

- telephone calls to potential purchasers
- door to door sales
- making an elevator pitch (when you meet some casually in an informal situation)
- coaching of parents and children who are selling products
- increasing sales

Using a script not only helps you to create a calm environment for conducting nerve wracking encounters but it can also help to produce amazing results for your fundraising volunteers. Scripting allows you to measure your success, according to a consistent methodology and what you can measure, you can manage and grow. The ultimate test of a superior salesperson is how consistent their results are and how consistent the results are for the entire team. Using a script achieves this consistency and makes the training of new volunteers simple and effective.

By introducing a process like a script, you can then measure success on a daily basis and your objectives can be quantified. If you don't believe me, why not try a test. Ask a dozen volunteers to go out selling without a script and write a script for another 12 people. Assess which group returns with the most money.

So, exactly what does a script look like, how do you write one and how is it used? Let's look at this now.

A script is a documented, methodical, learnable, effective system of introducing your organisation, your cause or yourself to a potential customer or donor. It is a written process on paper designed to give the volunteer control of the call or visit, allows the potential customer the ability to participate in the process and create a desired result – the achievement of your objective! It is written in answer to the question – Exactly what do you say to a prospect to get them to agree to a sale or a donation? Your objective may be:

- To make an immediate sale
- To contribute to a “fundraising challenge”
- To seal a deal
- To secure a regular contribution

Example of a script

Hi, we're here to sell you a little indulgence with our chocolates but really we are raising money to improve our educational facilities (tell them what the money is really for) We are raising (give them the total required – it might prompt them to give you a bigger donation) and we're doing it by selling 2 -3 bars of chocolate from each house in our neighbourhood(or an outline of the activities that will make up the fundraising total).

If you support us you get the benefit of the chocolate and we receive a contribution to xxxxx.

Alongside the chocolate bars would you add a donation to our campaign?

Dealing with objections:

I don't like chocolates	I appreciate that. A donation would make a huge contribution to our campaign
How do I know the school benefits?	We can arrange for someone from the school to call you. I have a flyer explaining the project
Not at the moment	That's okay, our fundraising campaign goes on for some time, could we come back tomorrow?
I support another project	Perhaps you would consider supporting us at another time?

Other hints and tips to make sales easier

- Remember that people, in general, would prefer to say yes. Saying no is actually hard!
- Smile through the whole process and don't let it slip when they say no. Saying no is okay.
- Visualise a successful outcome and smile while you're doing it.
- Celebrate your successes and use sales targets to motivate yourself.

A script can be read, learned and must be practiced, used, measured and improved (if needed) to increase the chances of securing your objective. Imagine taking the guess-work out of prospecting once and for all by using a system which makes your results less people dependant and more system dependant!