

# Five Key Selling Steps

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# FIVE KEY SELLING STEPS

- INTRODUCTORY SALES CALL
- DEVELOP BASIS FOR A PRESENTATION
- THE PRESENTATION
- THE COMMITMENT
- AWARD/POST AWARD

# I - INTRODUCTORY SALES CALL

- WHAT SHOULD BE ACCOMPLISHED

- Identify Yourself

- Who You Represent

- Summarize MPC

- Network References

- Third Person Introduction

- Third Person Reference

- Satisfied Customer

- Pre- Sales Call Research
  - Determine Age and Condition of System
  - Buying Practices
  - Decision Makers
  - Urgency of Need 1 - 10

- **POST CALL CORRECTION**

- Adjust pre-call research

- Determine information key

- to selling account

## II - DEVELOP BASIS FOR A PRESENTATION

- Determine uniqueness of the customer
- Identify the type of customer
  - Technical
  - Financial
  - End User
  - Coach

## DEVELOP KEY DATA

- Determine Who the Presentation Should Be Aimed At.
- Listen to the Customer
- Acknowledge Facts
- Explore All Potential Applications
- Determine the Customers Needs

- List and Organize All Information
- Develop a Strategy
- Set Your Objectives
- Focus on the Area of Opportunity
- Set the Stage for the Presentation
  - Location
  - Field Activities if Applicable

# III

## THE PRESENTATION

- SCHEDULE
  - Time
  - Place
  - Date
  - Audience

- The Close
- What Do You Want the Customer to do ?
  - Buy?
  - Specify?
  - Commit ?

# IV - THE COMMITMENT

- Smart Doable Commitment
- Specific - Performance, Cost
- Meaningful - Expectations, High
- Standards
- Attainable - Experience, Reachable
- in Time Frame

- Specifications
  - Proprietary
  - Performance
- Put the Commitment in Writing
- Follow-Up, Follow-Up, Follow-Up
- UNTIL YOU GET THE ORDER OR COMMITMENT

# V - AWARD/POST AWARD

- Coordinate With the Customer
- Respond to Customer Needs
- Provide Service to the Customer
- Develop Relationships With the Customer
- BECOME THE ONLY CHOICE FOR THE FUTURE