



Salesmanship

Define Their Value

What's It Worth To You?

Value-added Hotel Services	Dollar Value
Clean hotel room with king bed	
Newspaper outside door	
Full-sized ironing board and iron in room	
Coffee maker in room	
Exercise facilities	
Pool	
Wi-fi	
Continental breakfast	
Rapid check-out	
Business Center	
Shuttle service	
Valet Parking	

What Value Do We Provide?

How would you describe to a customer the value you/your organization brings to a business relationship?

Discover What Customers Value

Hip Pocket Questions

Smart sellers have a list of “go-to” questions they use to start a conversation and gain a better understanding of a customer’s needs and what they value. What’s your list?

Position Themselves To Be Noticed

Why Me?

Create a bumper sticker slogan that clearly communicates the benefits of doing business with your organization.

Manage Resistance

What Might We Hear?

Objection	Potential Response

Effectively Plan Sales Calls

Elements Of A Call Plan

Customer name and contact information

Key influencers for this customer

Objective for the call

Questions to ask

Selling points to make

Anticipated objections

Follow up required