

Construction Selling Skills



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“Well-thought-out and educational program that I will be able to put into action with significant positive results.”

— LANCE HUMBLE, PRESIDENT
 HUMBLE CONSTRUCTION COMPANY

“Awesome. Very informative and engaging. Real-world examples of challenges and solutions. Thought-provoking strategies and ideas to improve your business development opportunities.”

— MARK KONG, PRESIDENT
 MARYL GROUP, INC.

The objective of this course is to increase sales through the introduction of acknowledged effective sales techniques/tools. Components of the course include: customer profiling, effective questioning techniques, closing techniques, features and benefits selling strategies, uncovering “hot buttons,” handling objectives and misunderstandings. Exercises and role-plays will be introduced to assist in reinforcing the learning techniques.

The Importance of The Sales Role

- The true definition of “selling”
- Sales or Promotion? The key differences
- Anatomy of a sale: how a sale is accomplished and why it often doesn’t happen
- The marketing and promoting sequence: a deeper understanding of selling
- Learn the secret of long-term sales success

Customer Benefits: Developing The Winning Edge

- Analyzing and meeting your customers’ expectations
- Developing a customer-oriented vocabulary
- Positioning for profits: a key to success
- “Selling up” gives value to the customer — and to you
- Making your customers’ objectives your objectives — a need-benefit approach

A Behavioral Approach to Selling

- Identifying your personal selling strengths and weaknesses
- Building your strengths for maximum selling effectiveness
- Get an outside look — see yourself as your customer sees you
- Secrets to compensating for your sales weaknesses

Adapting Your Behavior to Fit The Customer and Sales Situation

- Reading your customer like a book: behavioral principles to help you analyze your customer
- Selling to different types of customers
- Minimizing the negative — downplaying traits that hinder your sales success with a specific customer
- Your style and their style: using personal behavior to convince your customer

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Workshop: **Getting The Most Out of Your Personal Behavioral Profile**

- Knowing yourself and your customer
- Knowing the demand of the situation
- Adapting your style to maximize profitability

Structured **Selling**

- A structured process manages the sale
- First contact: initiating the sales call
- When it pays to pry: discovering the needs of your potential customers
- Positioning your products to their best advantage
- Getting the order
- Conquering objections
- Building a foundation to effectively close the sale

Team **Selling**

- Identifying opportunities of team selling
- Increasing communication effectiveness with team selling
- Enhancing team reactions by creating a cooperative attitude
- Building organizational strength in your customers' eyes
- Building the best team

Selling **Long-Term Relationships**

- Repeat business has the lowest selling cost
- The lifecycle of the salesperson/customer relationship
- Showing consideration after the sale
- The warning signs of early decay in the customer relationship
- The keys to maintaining long-term relationships
- Servicing your account to extend the life of the association