FRANCHISE SALES TRAINING

OVERCOMING THE SALES CHALLENGES YOU'RE FACING AS A FRANCHISEE

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CHALLENGES AS A SMALL BUSINESS OWNER

Let’s talk about some of the challenges you’re facing as a small business owner. I’ve worked with dozens of small business owners and their management teams and consistently hear about these challenges.

As an owner or manager, you can feel like....

- You are consistently losing sales
- Your team isn't motivated to make sales
- Your staff consistently makes basic mistakes, like:
  - Not asking for the sale,
  - Asking with negative expectations ("you don’t want to get it to do you??")
  - Not attempting to handle any objections.
- Your salespeople are miserable, they do everything that can to avoid selling; busy work, look at their phones, find an easy task to complete that doesn’t generate any revenue.
- Your team is scared and intimidated by even the word sales. It might feel like it’s only a matter of time before they are going to put in their notice and the cycle will start again, which requires:
  - more money spent on finding candidates
  - more on-boarding
  - more training
  - more time wasted that could be spent on sales.
- You’ve tried coaching, motivating, and training your staff.... EVERYTHING your franchisor has told you to do, but it doesn’t seem to help.

If you can relate to ANY of those...

I want to let you know you are IN THE RIGHT Place.

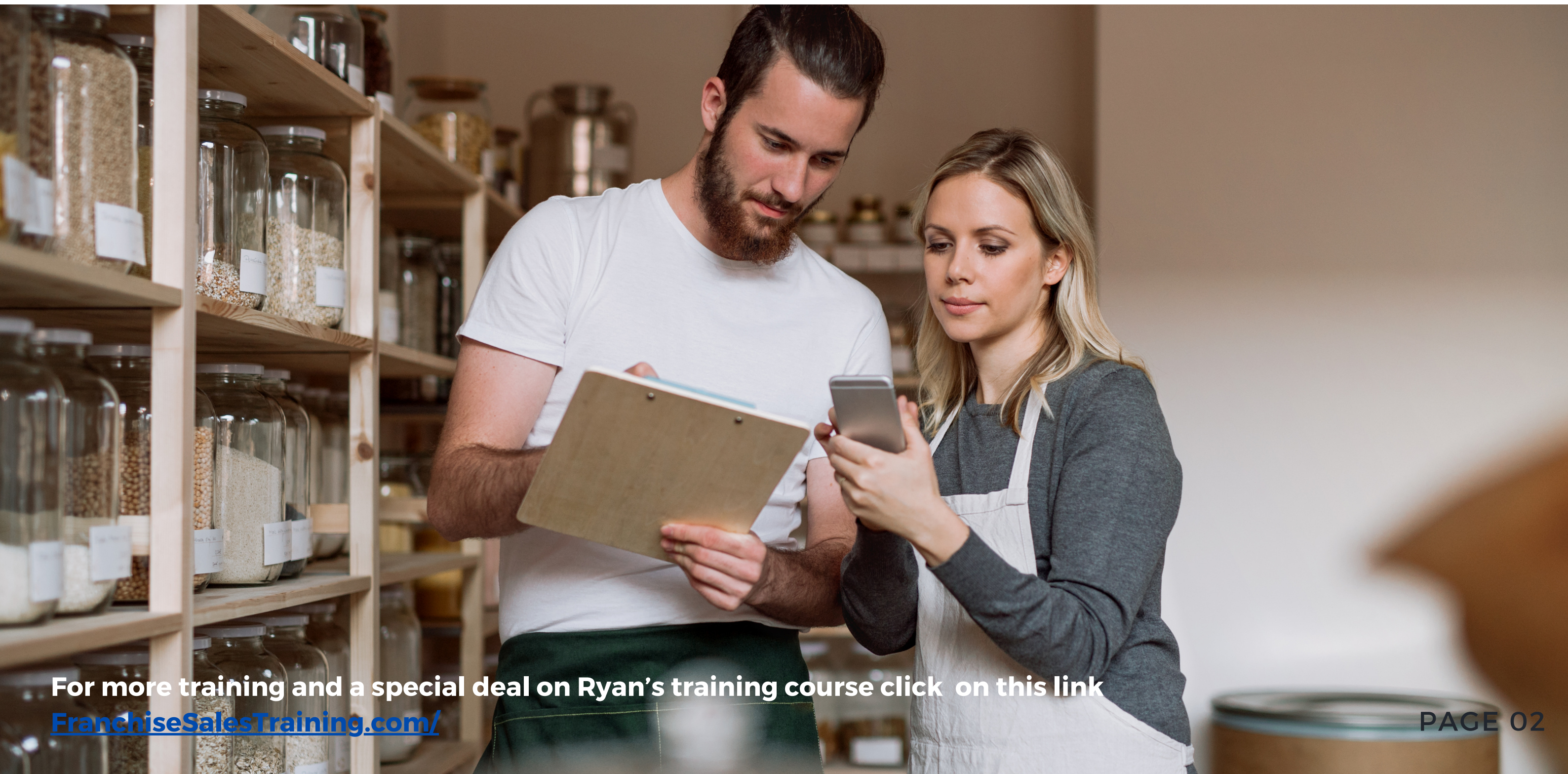
For most small businesses, the mistakes from their sales staff fall into 1 of 3 major buckets

1. **Mindset-based mistakes** – Staff has a negative view of sales, intimidated by or strong dislike for sales.
   i. Many of them seem indifferent to the outcome of whether a client actually purchases.
   ii. Many try to avoid every sales opportunity they can
   iii. Others, they come across as perfect. They're friendly, connect with customers, everybody loves them... but then they just can't close any sales. They are afraid to ask clients to buy.

2. **Skill-based mistakes** – Your staff gives a great effort, they WANT to sell, but they just make too many tactical errors.
   i. They aren't skilled in building a good rapport with customers
   ii. They aren't strategic with the questions they ask
   iii. They are unable to effectively handle objections consistently

This is very common, most small businesses don't have a lot of sales training built into their on-boarding process.

As business owners, we tell our staff WHAT to do, but don't give a lot of extra training on HOW to do it better, **especially in sales.**



3. **Process-Based Mistakes** – Your staff might want to sell, they give a good effort, they aren't incredibly afraid of sales, they just don't have the right approach...

- I see this with a lot of franchises. There is the process for the franchise, which is something like:
  - Book appointment
  - Meet prospect, give them on-boarding form
  - Set up for their first service/class
  - Try to sell membership after

- That is not a real sales process, it's more of an operational process and it's not going to help your people sell any more.

- There's not a process for:
  - What questions to ask
  - How to build value
  - How to build proper rapport
  - How to personalize their sales approach
  - Handling objections before they come up or after

If your people are inconsistent with how they approach customers, ask questions and handle concerns, they need help with following the right process.

Before we start with the process, you have to have a foundation that you will build everything on...

.....and that is what is your MAIN OBJECTIVE for your sales staff?

When meeting a prospect what is the objective for your staff?

Is your goal just to make a sale?

- If it is, this will lead to more pressure and intimidation for your staff
  - "Did you make a sale?"
  - "How many sales did you have today?"
- It also doesn't lead to many long term clients or set up the culture you might want

IF you don't have an objective, then you're probably coaching as if making a sale is the most important thing, because that is generally the metric that your staff gets measured by.

Another objective that I hear A LOT from franchisees is **"Our main objective is to understand our clients why"**

That might be better for a low pressure strategy, but the problem is, it doesn't include making a sale.

Think about what you really want for an **OBJECTIVE**

- Do you want your clients to be a drop-in or long-term members?
- What do you want your clients to accomplish?
- What kind of culture do you want in your business?

A quick example of a good objective would be: "To create a long-term member, that becomes a part of our community. "

Now that you have your objective, we're going to tie every part of our **process** to it.

LET'S GET INTO THE PROCESS

We use a **5 step process**, each step builds on the previous one. If you do each step effectively, it makes the next step much easier.

The goal of this process is also to REFRAME how a typical staff thinks about sales.

- Which makes it very effective because many of your staff members start tuning out as soon as they hear "Sales" in sales training.

- This process basically breaks down what good selling really is into 5 bite-sized pieces that are easy to absorb and implement for each of your staff members.

1st Step – BUILD RAPPORT

Many of your businesses, especially if it's in the health, fitness, or beauty industry have clients that deal with some intimate problems and needs.

- If you really want a client to open up to you about what they need help with, there has to be a connection.

- If there's no connection it will be much harder to really get to what this client TRULY wants and how you can help them.

2nd Step – ASK the RIGHT QUESTIONS

Once we have connected with a customer, then it's about letting THEM talk. Too often salespeople get into their "PITCH" before really hearing anything about what the customer's needs are.

This is also why RAPPORT is so important. If there is no rapport, the answers to questions will be very generic.

- Without Rapport - What are your fitness goals? – "To lose a few pounds and get in better shape."
- With Rapport - "I need to be able to keep up with my kids, I'm too out of shape and get tired when I'm trying to play with them."

That's a BIG difference for the problem you're solving for them.

But it's not just about asking the canned questions on a Client Intake form.

- It's about finding their why?
- It's not just about WHAT you ask, but HOW you ask them
- Your goal is to help them, not to interrogate them, you don't want them to feel like they have the spot light on them.

It's about being STRATEGIC about WHICH questions you ask them, each one with a purpose.

3rd Step – EDUCATE your CLIENT

There's a big difference between educating and selling to your customers. If you are saying a specific canned approach EVERY single time, you're not educating, you're PUSHING what you want to sell on your clients.

This part should be a little different EVERY SINGLE time because you are going to EMPHASIZE what the customer TOLD you was important to them when you were asking them questions.

If you build RAPPORT with your client, ASK them the right questions, then explain EXACTLY how your product or service aligns with what they TOLD you:

- They want to accomplish
- What they don't like or what hasn't worked for them in the past
- And what their goals are, then...

Every Client that comes in should be saying, THIS BUSINESS was created JUST for me!

4th Step – LISTEN AND PROBLEM SOLVE

At this point, everyone should want what you have, but there might be something holding them back and they give you an objection. In Sales "Handling Objections" is a VERY common phrase and is taught and role played often.

I don't teach handling objections. Here's why...

- What client wants to be handled?
- Do you think your staff members want to "handle" your customer's objections?

Handling objections can be one of the most intimidating things in sales to even the most experienced salesperson, how do you think your staff members who don't even like sales and have very little training are going to feel?

You might have seen a customer give a staff member an objection and they just say, "ok", because they are too intimidated to try to handle it.

Instead of “Handling Objections” we teach...

- Listen
- Understand
- Problem Solve

Customers want to be listened to, they want to be understood, and if you do those things they will be much more willing to hear your solution.

If you were a staff member what would you feel more comfortable with?

Handle objections - "When a customer says this, you say that. If they say that, you say this, just handle it"

OR...

"When a customer doesn’t buy, make sure you LISTEN, UNDERSTAND what’s holding them back, and then offer a solution."

Last and 5th Step – REASSURE & BRIDGE

Remember back to our foundation. Our goal is NOT to just make a sale. It’s to have a longtime client or build a community of people consistently hitting their goals or feeling more confident.

So once they buy, **WE ARE NOT DONE...**
- First, we reassure. Make them feel great about their purchase.
- Then we BRIDGE them from just a sale to accomplishing your objective.

As you can see our process is made up of different skills which I teach in detail. Not just the skill, but we focus on the mindset around it.