


## Selling Fundamentals

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### The CLAP Model

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### Pre-Call Check-List

- Insights reviewed and documented
- Goals set
  - Visionary - Primary - Fall Back
- Agenda Set
  - Big Picture - Current Meeting
- Communication Tools Developed
  - Questions for a Needs ID Meeting
  - Presentation Materials for a Solutions Meeting

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### Entering the Meeting

- Greet
- Shake
- Ask to Sit
- Ask to Use Desk
- Business Cards
- Go into CLAP model.....

**During this think:**  
SLOW  
SMILE  
DEFER

**CULTURE ALERT** This process will need to be adapted to the culture you are doing business in.

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## Starting with UMPH!

- Our goal is to use the Halo Effect to our advantage ...
  - People will use the quality of the start of an interaction to set the tone for the whole interaction.
  - As Salespeople we want to make this start ...
    - Respectful
    - Friendly
    - Productive

These are achieved with the  
**C L A P**  
Model

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## Starting Professionally

It is important to be perceived as a professional from the beginning of any meeting

- **Connect**
- **Logistics**
- **Agenda**
- **Permission**

**C - L - A - P**

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## Connect

**This is your chance to speak about something easy and establish an initial level of rapport and set up a comfortable communication pattern.**

- **Personal Level**
  - Use a bit of personal knowledge to connect with the individual
  - Be careful not to bring up a topic of interest to the buyer, and then drop it as if it doesn't matter to you.
- **Business Level**
  - Any information you can glean from web sites, media, personal sources, etc, can be used to make a business level connection
  - If multiple people – get them all involved early.

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## Logistics

Verify key logistics so that there are no surprises

- Time Frame
  - Verify how much time you have for the interaction
    - "Do we still have 20 minutes?"
  - If you are calling to set up an interaction be sure to be honest & rationale about the needed time.
- People Involved
  - Verify that all the necessary players are involved in the meeting
  - This is especially important when setting up a meeting
    - "Should anyone else be involved?"

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## Agenda

Make the goal and the process of the meeting clear and verify that the customer agrees.

- Big Picture Agenda
  - Introduce how this interaction fits into the big picture.
- Meeting Agenda
  - What is the goal and process of this particular interaction?

**By reviewing goals and process you get you and the buyer on the same page and remove unproductive mystery from the situation**

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## Permission

A polite and effective way to transition to business

- "Is it OK if we..... (get down to business)"
  - Good way to reign in a very chatty person or group

**The CLAP model can be used in almost any meeting setting (phone or face-to-face) or situation (initial meeting, on-going)**

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## Company Introduction

- In a first meeting it is always best to introduce your company in a general way.
  - Very brief introduction as part of your greeting.
- “What do you know about us....”
  - Have a short (60 seconds) and Long (180 Seconds) version of an introduction
  - Focus on establishing **Interest & Credibility**
    - Minimize facts – focus on the value you deliver
    - Focus on success – yours and your customers



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## Company Introduction

<h3>Basic Value Points</h3> <ul style="list-style-type: none"><li>• Set up the basic value points your company and products provide.</li><li>• Word these in customer oriented language.<ul style="list-style-type: none"><li>• “We help companies improve their sales performance by improving the fundamental selling skills of the sales staff”</li></ul></li></ul>	<h3>Evidence of Credibility</h3> <ul style="list-style-type: none"><li>• Show or discuss evidence you have that what you do works, has been recognized by others, and/or has made other companies more successful.<ul style="list-style-type: none"><li>• Client Lists</li><li>• Awards</li><li>• Reference Letter</li></ul></li></ul>
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## The Outcome

- With a well executed start to your meeting you can create an atmosphere that is more productive and friendly towards the rest of your process
  - **Enter Mechanics**
  - **CLAP**
  - **Company Introduction**

..... **Successful Meeting**



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