





MASTERCRAFT®
KITCHENS



Designers' Sales Skills

Dave Wilson

PLAYING TO WIN



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More Confident

Tools to help you convert more leads to sales

Ideas to help fill your sales funnel

Today's agenda

- Winning the Race with Mastercraft
- Scene Setting to maximise successful outcomes
- Building relationships and handling objections
- Scientific Principles of Persuasion

  (increasing the chance of customers buying from *you*)
- Taking your business to the street (filling the funnel)

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What is selling?

"Put simply, true selling is the effective management of the buying process, it is not a hard sell or an aggressive sell, it is not intrusive or demanding.

Done well it is as simple as fulfilling the customer's needs and wants with your products and service.

A salesperson is just the match maker attempting to link their product or service benefits to the specific needs of the customer.

An effective sale is one where it is the seller effectively managing the customer through their buying process"

- John McAndrew 2004

SHUT UP AND STOP SELLING!

Dave Wilson 2025

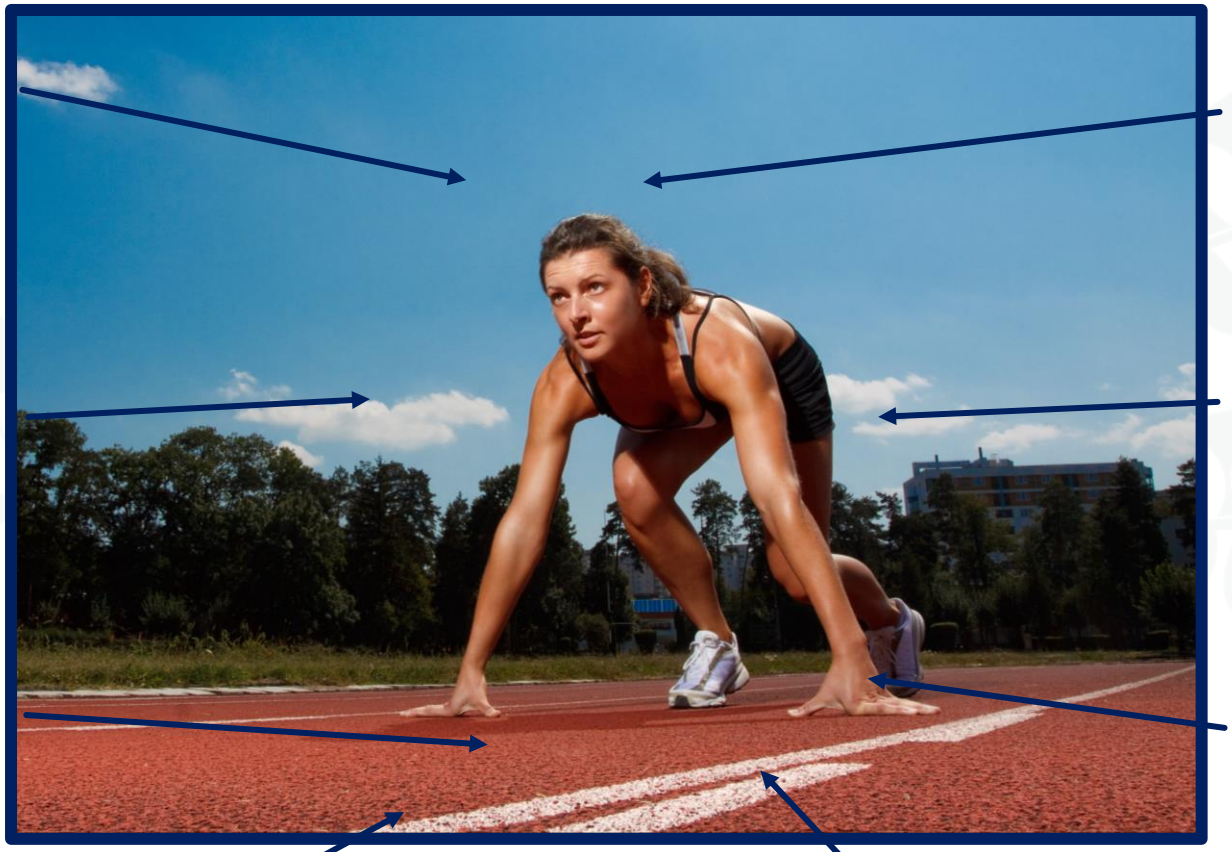
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Winning the Race

Strength
National relationships
Mastercraft Group

Support Crew
NSO
Supply Partners

Best platform to run on –
Mastercraft Brand



Superior Knowledge
Comm's Days
Conferences
Group

Superior fitness
goals, training, KPI's,

Energy, stamina
sales process; taking your business to the street

A great coach
Sales Manager/Licensee

Excellent equipment
MC collateral, Growth funds, Brand marketing, Google

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Setting the Scene

Getting better results from every interaction



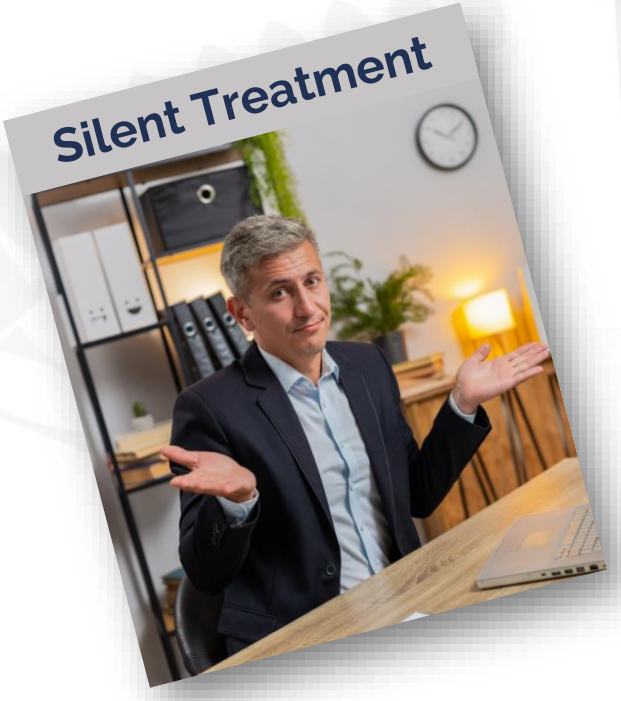
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Which scene-setter are you?









Who do you want to be?

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Scene Setting Sentence

Every interaction with a client should start with what is called a "Scene Setting Sentence" (SSS)

A SSS sums up what should happen during the visit/meeting etc and what the expectations of the parties are.

- Eases tension/discomfort
- Sets an agenda/purpose
- Manages expectations

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Scene Setting Sentence

Design Consultation (in home or office?)

- What is the purpose of the consultation?
- How long will it take?
- What are we going to do?
- What are the desired outcomes?

Proposal Presentation

- What is the purpose of the meeting?
- How long will it take?
- What are we going to do?
- What are the desired outcomes?

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Scene Setting Sentence

End of Consultation (SSS for next appointment)

- What is going to happen next?
- How long will it take?
- What are the next steps after that?
- What are the desired outcomes?

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Scene Setting Sentence

At a glance

- Devise and practice a great SSS for every client interaction
- Deliver a consistent SSS every time
- At the end of the meeting set the scene for next time
- You will instantly have better outcomes because you are managing the clients' expectations



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Building Relationships

Handling Objections



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Leaving your shoes at the door

- Being truly customer centric
- Building better relationships
- Being objective
- Being better than your competitors



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Handling Objections



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Abraham Maslow

To the man who only has a hammer, everything he encounters begins to look like a nail.



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What is an Objection?

A request by your client for more information

A very **POSITIVE** signal



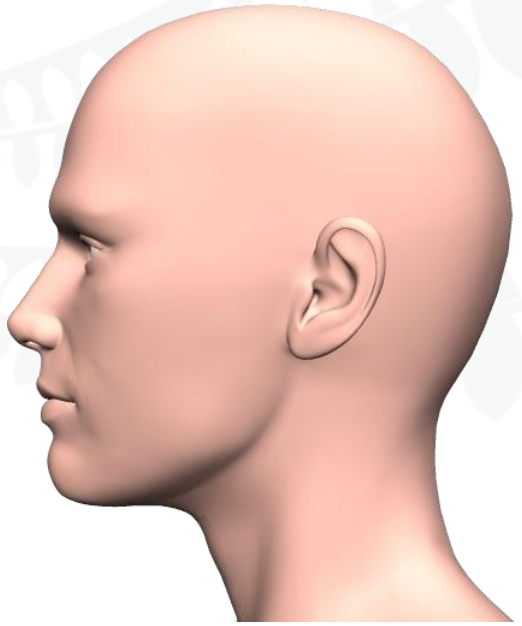
Rapport Thieves

Judging behaviour

- Insisting
- Telling
- Directing

Hostile behaviour

- Arguing
- Implying
- Criticising
- Punitive probing



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L.A.E.R.

L

A



R

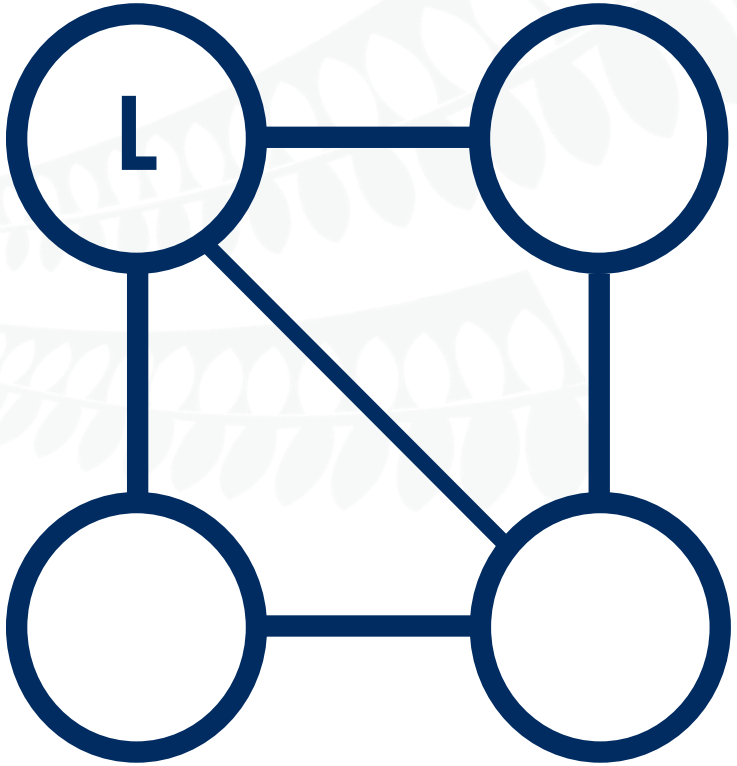
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Bonding Process - Listen

Interest

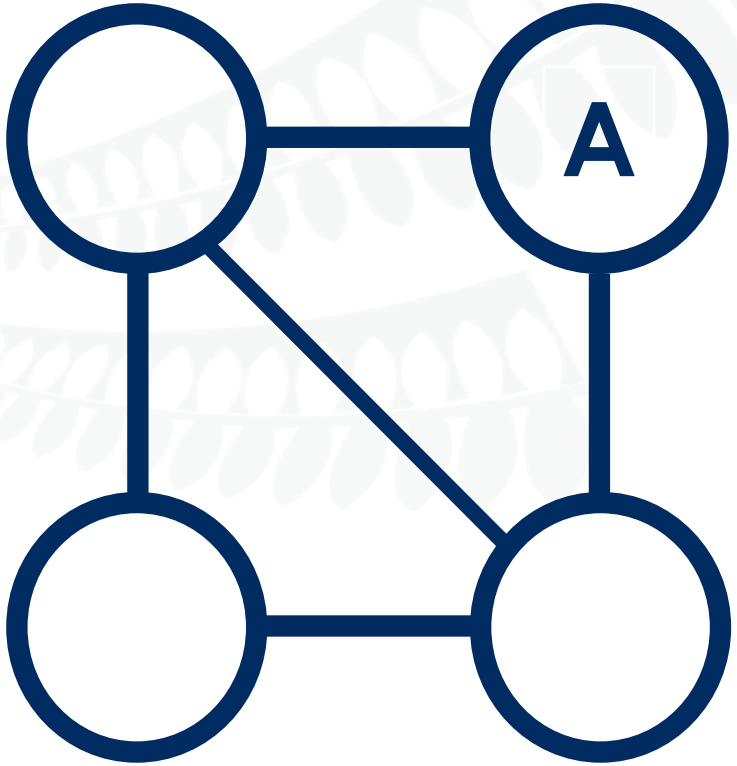
- Non-verbal encouragement
- Silence and patience
- Avoid interrupting
- Avoid premature reactions



Bonding Process -Acknowledge

Concern

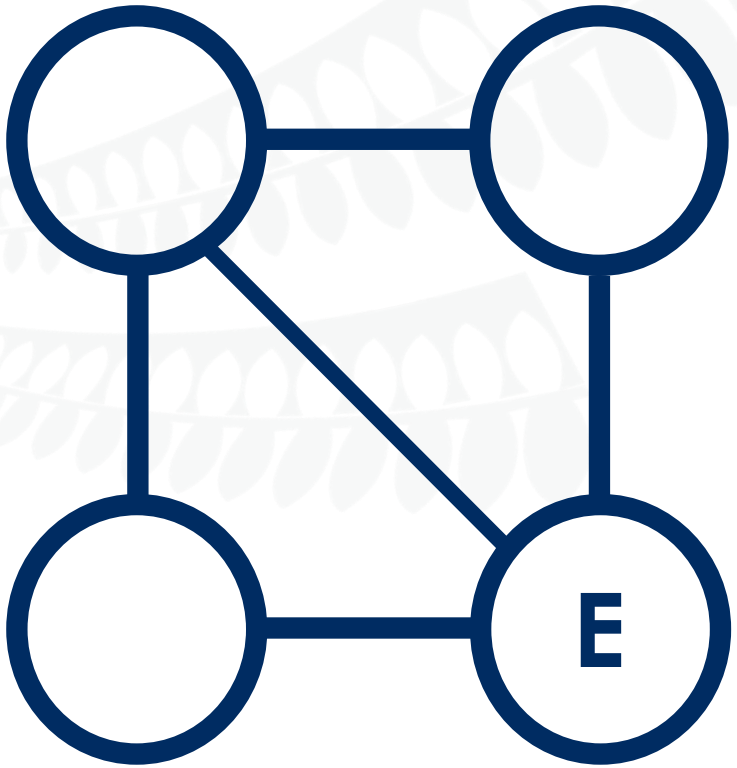
- Non-verbal encouragement
- Supportive reply
- Reflecting concern



Bonding Process - Explore

Identify (Being Objective)

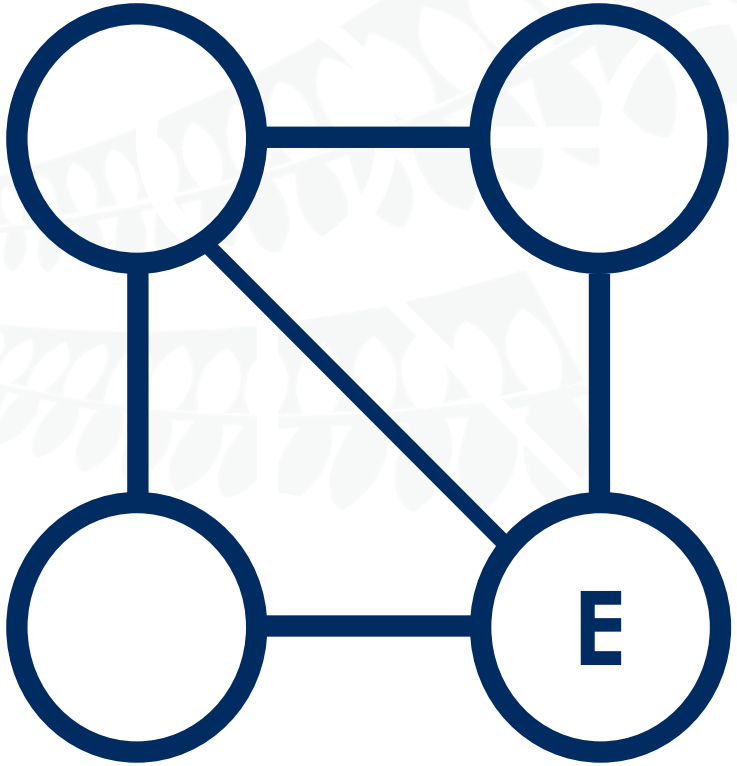
- Ensure understanding
- Extend understanding
- Gather more information
- Restate and verify
- Clarify



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Bonding Process - Explore

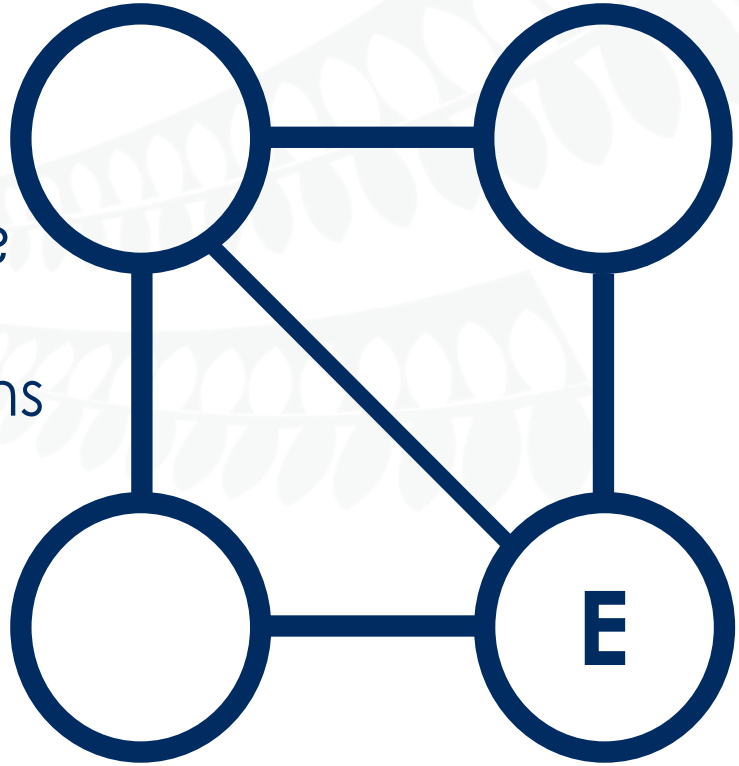
- In other words, what you mean is…
- Is my understanding correct?
- Could you please help me understand?



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Bonding Process - Explore

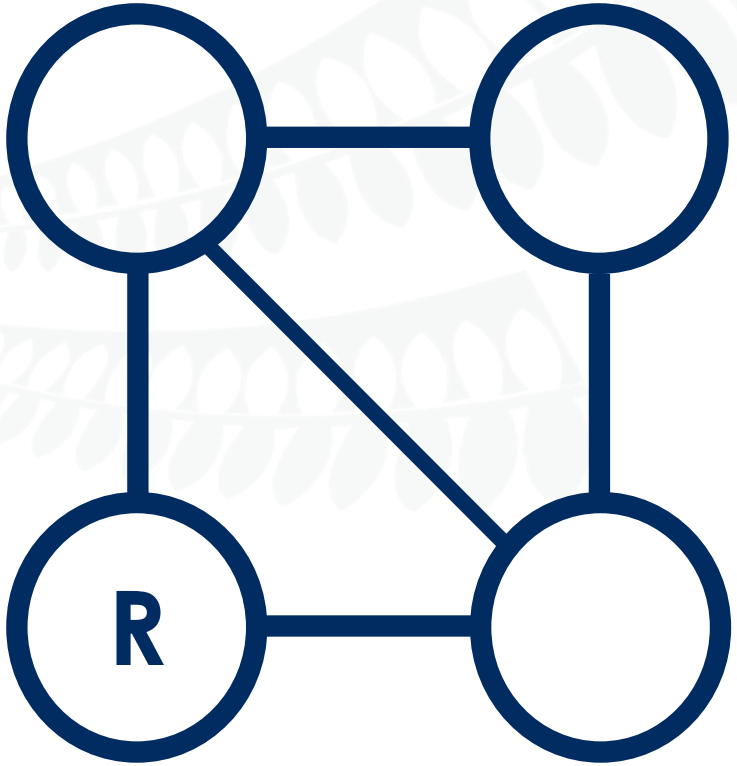
- Would you expand on that for me?
- Specifically, what are your concerns relating to *[the objection]* ?



Bonding Process - Respond

Finalising

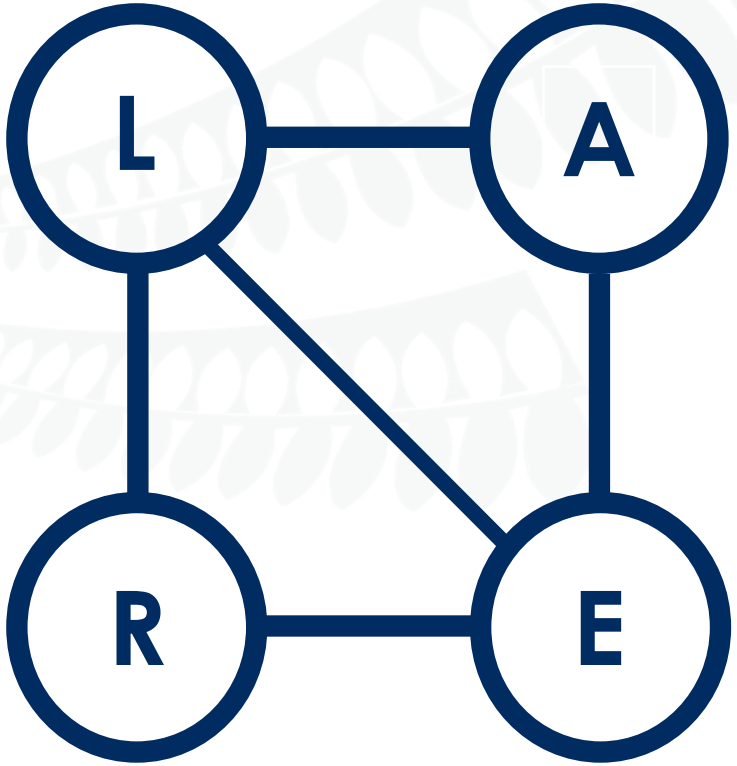
- Recommended solution
- Corrective action
- Temporary closure
- Deciding next step



Bonding Process – L.A.E.R.

It is a tool and strategy to:

- Maintain relationships
- Build rapport
- Handle objections or resistance
- Defuse anger or tension



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Activity



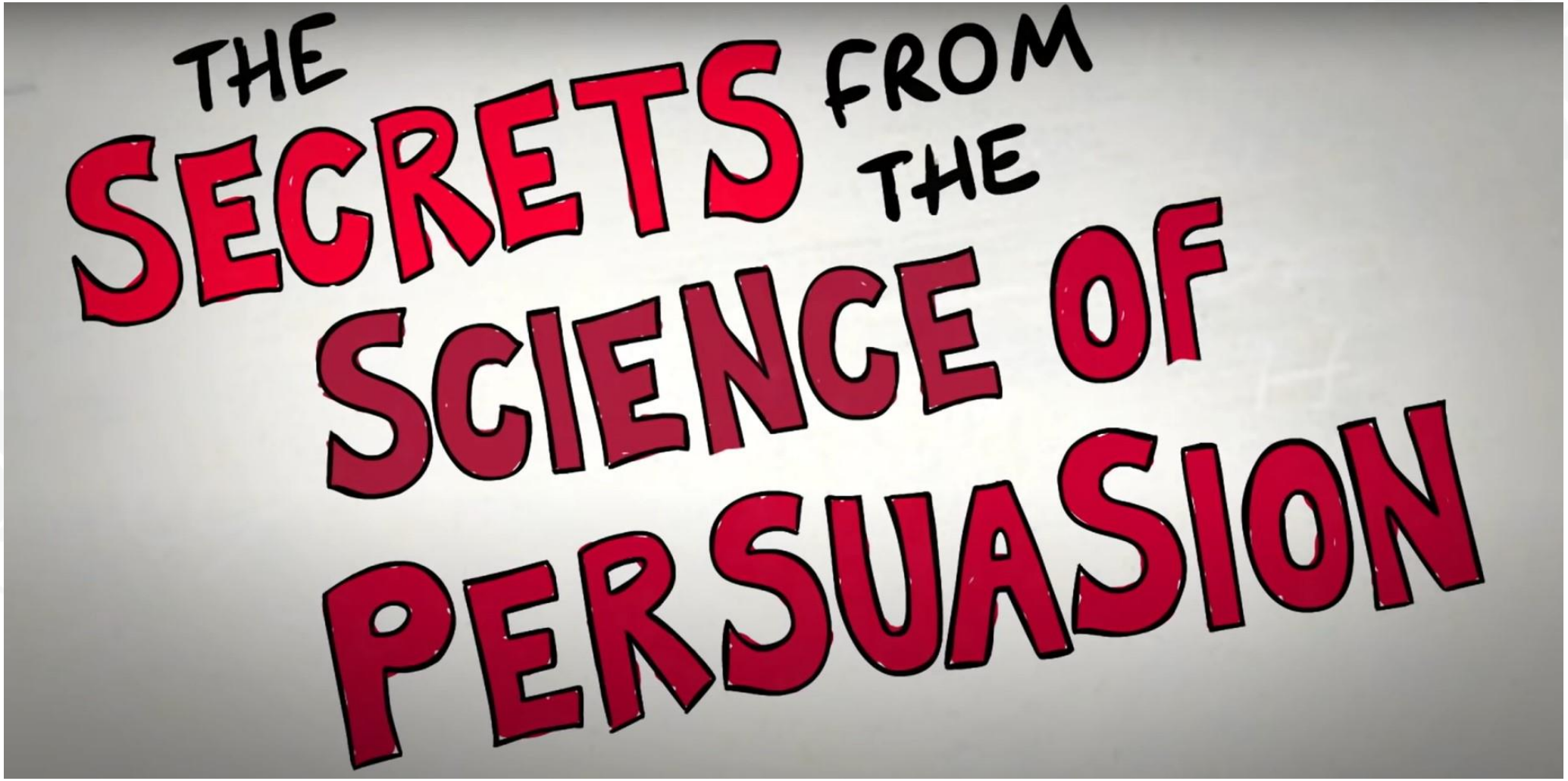
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Thanks for getting out of your shoes!



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Getting people to say, Yes!



Click the image to watch the YouTube video

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Getting people to say, Yes!

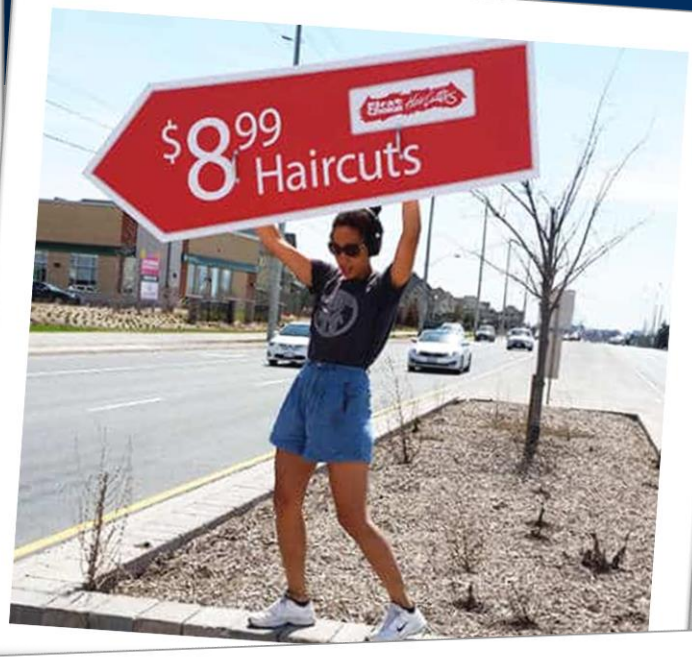


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What do they all have in common?













Taking your business to the street

They all took their business to where the customers are.

They took their business to the street!







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