

SELL SAFETY

Selling Your
Safety/Health/Environmental
Programs Using Sales
Consulting Techniques

Who Needs Safety?

- Everyone



Who Sells Safety?

- Everyone



Why DO we do this?

Barriers To Safety Programs

- We sell an idea with no guaranteed immediate benefit
- The payoff from an effective safety program may be years away
- People factor (Recency effect)
 - People remember most what happened last

Selling Safety

- Use sales methods and techniques to sell programs
- Sales philosophies
- Processes
- Tools
- 10 Steps to Program Sales Success

Relationship Management

Qualities	Be the person who gets things done for the customers and clients!
• Trust	
• Respect	
• Rapport	
• Customer Service	Have a sense of urgency as perceived by the client
• Communication	
• Facilitator	
• Expeditor	Client perception is everything

Consultative Sales

- A sales approach that builds on the relationship
- Help clients reach goals using the products, services and resources of the selling organization
- Ask lots of questions to identify client needs and goals

WHAT are your services and resources?
HOW will they benefit the client?

WHO IS THE CLIENT?

Your Supervisor?

Your Employer?

Your Industry?

Your Community?

Identifying The Client

- Recognize the situation
- Make personal, direct contact with the client
- Who is the real decision maker?
- Who is the person accountable for the objective?
- Beware of the "boss behind the curtain"

Sales Process

Prospect Identification
Prospect Contact
Initial Meeting/Interview
Identify Needs
Analyze/Quantify Needs
Propose Solutions
Overcome Resistance and Close

The Buyer's Decision-Making Process



Sales Tools

- Marketing plans
 - Time tables
 - Practiced presentations
 - Action Plans
 - Role Plays
 - Scripts
- Use the 10 Step to structure your consulting approach

Goal List

- No one can close all sales at the same time
- Only *some* clients will buy
- Keep a list of your top program goals:
 - Short Term
 - Mid Term
 - Long Term
- Programs, policies and practices ARE your product

10 Steps To Sales Success

1. Brand Positioning and Promotion
2. Identify Prospect and the Decision Maker
3. Contact Decision Maker
4. Make Appointment and Confirm 1st Appointment
5. Complete 1st Meeting
6. Schedule Customer Needs Analysis Appointment
7. Complete Customer Needs Analysis Meeting 2
8. Set the Proposal Appointment and Write It
9. Present the Proposal Meeting 3
10. Confirm the Order (Close)

10 Step Process Tool

- Think about moving clients through the 10 steps
- How many steps/week? What % move from each step?
- Track progress on multiple clients
- Track dates: create a sense of urgency to reach next level
- Keep the process on track

Step 1 Brand Position

- The more you plant, the more you reap success
- Social Media
- Web
- Find News and magazine articles, websites
- Email/Fax/Mail to clients
- Position yourself as a source of industry knowledge

Step 2 Identification

Identify a prospect, a company or client that you want to approach

- Your employer is a client
- Your clients are clients
- Your employer is a client
- All are customers

Step 2.2 Decision Maker

Identify the decision maker

- Get a name, email, social network page, office and mobile numbers
- Use:
 - Web Site
 - Annual Report
 - Professional Association
 - People you know there

Step 3 Decision Maker Contact

Make contact with decision maker

- May have to call multiple times
- Remember, you are trying to get an appointment

Step 4 Appointment

Set first appointment

- Ask for an appointment next week (shows that you are booked in advance, i.e. successful)
- A face-to-face meeting is critical. You can't do it as well by phone.

Confirm the appointment

- Postcard, fax, email, Outlook, Social Media
- Make a positive impression before meeting

Step 5 Meeting 1

Complete first appointment

- **Sell your process**
- Tell client how you work
- Take mystery out
- Frame issues
- Gain credibility

Step 6 Needs Analysis

Schedule Customer Needs Analysis

- You need to control the meeting and framing the issues
- Find out more about the client
- You are trying to get more meetings
- Prepare an agenda
- Prepare questions to get more data on client needs

Step 7 Meeting 2

Complete Customer Needs Analysis

- First gain client agreement on the benefits of answering questions
- Consultative Selling Approach – ask questions
- Customize solutions for the client's benefit
- LISTEN

Needs and Wants

- Why do people buy anything?
- The feature of the product or service fulfills a need
- "Find a need and fill it"

Types Of Buyer's Needs

- Crisis
- Moral Commitment
- Costs
- Legal Liability or Regulatory Exposure
- Perceived threats
- *But* don't exaggerate:
 - Little boy who cried wolf

Step 8 Proposal Set and Write

Schedule the proposal meeting

- A deadline forces you to write the proposal
- Try to have this appointment before you leave the needs analysis meeting

Write the Proposal

- Use a template
- Keep it short – many read only the first page

Step 9 Meeting 3

Make the proposal

- Format for your presentation
 - Set out the problem
 - Explain the solution
 - Demonstrate how your product best provides the solution
- Story telling adds credibility
- Sell complete program systems

Step 10 Close & Confirm

- **Confirm the Order**
 - "order acquisition"
- Confirm the process
- Confirm a process to deal with implementation issues
- Get agreement on resolving problems or push back

Step 10 to infinity

- Follow up
- Reinforce the buying decision
- More follow up
- Even more follow up
- Persistence and determination

Detecting Resistance

Resistance - expression of concern, objection

Examples:

- Avoiding responsibility
- Providing extensive detail
- Philosophizing/intellectualizing
- Brief answers/silence
- Asking for credentials
- Changing the subject



Dealing with Resistance

1. Recognize it
2. Name what you observe and how you feel about it
"I have asked three times for design specs on the cables. Each time you changed the subject and didn't give me information. I am frustrated with our lack of progress."
3. Be quiet, let the client respond, and listen

Dealing With Resistance

- Resistance is evidence of a problem that needs resolution, not the beginning of a contest
- Persuasion: *To prevail upon a person to do something*
- Don't take it personally!

Service

- Safety Programs are a SERVICE
- Service is in the eye of the beholder
- Responsiveness
- Promptness
- Avoid arrogance

"Never Tolerate Mediocrity"



Chesley Sullenberger
Capt (ret) US Airways

Keynote Speech
Human Factors and
Ergonomics Society
San Francisco CA
Sept. 28, 2010

Contact

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Resources

- Goal Form
- Customer Needs Analysis Template
- Proposal Template
- Program Timeline Template
- All available at
<http://davesmithco.com/links.html>