Welcome

Roy Hedeen

Regional Development Manager - Global Operations

Kiwanis®
Service Leadership Programs
• What is the first thing you think of when hear the word sales?
Sales
What will we explore together

• Sales basics
• How to apply it to everyday and Kiwanis life
1987 to present
Prospecting- The key to success
Meet new people

- Prospecting

- Why are you proud to be a Kiwanian?
Keys to effective prospecting

- Fill the funnel
- Quality vs. quantity
- Come up with a solid script
  1. Who you are
  2. Why you are calling
  3. What is in it for them
How many of you agree that prospecting is key to sales?

Why do people not do it?
Sales prospecting
Sales prospecting

I can accept failure, but I can't accept not trying.

~ Michael Jordan
Sales definition

- Fundamental process of assessing another person's need and working together to develop a solution to meet that need.

- Three lessons
God gave us two ears and one mouth

You have two ears and one mouth for a reason.
Successful salespeople know that their prospect listens to station WIIFM
• Think of a positive sales experience you have had recently
• Why?
• Share with your neighbor
Heart- “What about love”
I can’t tell you what your feeling inside...
I can’t sell you what you don’t want to buy
Sales definition

- Fundamental process of assessing another person's need and working together to develop a solution to meet that need
Sales - Four steps

1. Need analysis
2. Need awareness
3. Need solution
4. Need satisfaction
1. Need analysis

- Questions - combine emotion and logic
- What questions work for you?
2. Need awareness

- Probe more- true need

- Make sure prospect realizes there is a need
3. Need solution

- Paint the picture
- Use FAB
4. Need satisfaction

- Should come naturally
- Make sure you ASK
- 63% of all sales interviewers do not ASK
Sales- Four steps

1. Need analysis
2. Need awareness
3. Need solution
4. Need satisfaction
Kiwanis fulfills needs

• Think of my story - what needs does Kiwanis fulfill
Kiwanis fulfills needs

1. Networking
2. Personal growth
3. Expand your thinking
4. Build family bonds
5. Build a lasting legacy
6. Build a support mechanism
7. Be exposed to ways to make a difference
8. Have a vehicle to follow through and make a difference—To have amazing life experiences
Kiwanis fulfills needs

• Other ways
Thank you