FURTHER LEARNING AIDS FOR SUPER SELLING AND CUSTOMER MARKETING SKILLS ONLINE COURSE

module four

BUILDING YOUR CREDIBILITY WITH PROSPECTS





module four

LESSON 1: EXCELLENT APPEARANCE = CREDIBILITY BOOST



In what ways can you improve the appearance of your clothing, business cards and business environment.HINT: jacket suits, matching trousers, pocket handkerchiefs, high heels and make up for ladies etc.

a. b. С. d. e.

Who would you rather have perform a surgery on you and why?

SUIT: Fitted jackets. Blue, Grey, Navy, Charcoal, matching jacket and trouser





Navy





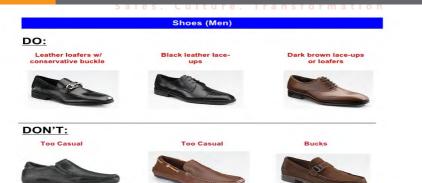
Light Grey



DRESS SHIRTS --> White, Sky Blue, Plain blue



SHOES: Leather loafers, Black leather lace-ups, Brown lace-ups



NECKTIES: Matching neckties



FOR LADIES





Modern Professional Outfits

Professional Office Heels

INAPPROPRIATE ATTIRES



Short Sleeve

Jeans

BELTS: Matching belt and shoe





Sandals



Flats

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LESSON 2: MASTERING SALES VOCABULARY



From this lesson, what are the new words that are unique to your industry, you would be adopting into your sales vocabulary to help build credibility with prospects?

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LESSON 3: USING SOCIAL PROOF TO DRIVE ACCEPTABILITY



The easiest way to obtain social proof is through testimonials. Identify ways in which you can obtain testimonials for your products.

BE A TESTIMONIAL HUNTER!

TASK: Create a folder (digitally or hard cover) of testimonials obtained from clients who are using or have used your product.

Are you still thinking of a way to obtain testimonials from satisfied clients?

Create a sample m<mark>ess</mark>age to your clients requesting for a feedback on the usage of your product.

Example: Mr. Prospect, just wanted to let you know how we enjoyed working on your purchase of <product/service>. Clients like you are why we do what we do. However, we are currently working to add more clientele to our list and would appreciate if you could share how our <product/service> met your <client need>. Thanks.

ACTION POINT: Go through your client list and identify clients you need to contact for a testimonial.

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