

**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. _____

c. _____

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



DRESS SHIRTS → White, Sky Blue, Plain blue



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

Shoes (Men)

DO:

Leather loafers w/ conservative buckle



Black leather lace-ups



Dark brown lace-ups or loafers



DON'T:

Too Casual



Too Casual



Bucks



NECKTIES: Matching neckties



BELTS: Matching belt and shoe



FOR LADIES



Professional Office Heels



Modern Professional Outfits

INAPPROPRIATE ATTIRE



Short Sleeve



Jeans



Sandals



Flats

module four

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?

ULTRAVANTAGE
Sales. Culture. Transformation

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____

module four

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 message 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.

a. _____

b. _____

c. _____

d. _____

e. _____

f. _____

g. _____

h. _____

i. _____

j. _____