

The Proven 7-Step Sales Process

LUANN UNIVERSITY

Session 3

The recording of this session will be available by the end of the day tomorrow. Visit your account at luannnigara.com and select Courses & Downloads.

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REVIEW

Step 1A: INTRO CALL

- ★ Introduction
- ★ 2 Critical Questions
- ★ 4 Important Questions
- ★ Plan
- ★ Prep
- ★ Close



Step 1b: APPOINTMENT PREP

- ★ RESEARCH CLIENT
- ★ PREPARE PRODUCT
- ★ ORGANIZE PPW
- ★ PACK TOOLS
- ★ UPDATE TECHNOLOGY
- ★ CONFIRM APPOINTMENT

Step 2: MEET & GREET

- ★ Introductions
- ★ Compliment
- ★ Ask for Home Base
- ★ Recap Plan



Step 3: HOME TOUR

- ★ Lifestyle
- ★ Interior Changes
- ★ Future Projects
- ★ Everyone Else



STEP 4

RECAP

&

REVIEW

STEP 5

COMPANY PORTFOLIO & PRODUCT REVIEW

STEP 6

EYEBALL ESTIMATE

STEP 7

TRIAL CLOSE

WHAT COMES NEXT?

TRANSITION TO IMPLEMENTATION PHASE

- ★ Finalize Project Details & Measurements
- ★ Prepare Estimate/Contract
- ★ Collect Deposit
- ★ Discuss Next Steps

CLOSING THE SALE

Tips and Tricks for Closing the Sale

- ★ BUILD EXCITEMENT IN THE PROJECT
- ★ REVIEW EXTENSIVE DETAIL OF AGREEMENT
- ★ REVIEW PRODUCT DECISIONS
- ★ REVIEW INSTALLATION NEEDS
- ★ CONFIRM EXPECTATIONS
- ★ PRESENT AGREEMENT WITH PRICE
- ★ ASK FOR DEPOSIT
- ★ PREPARE FOR EXIT
- ★ ASK FOR REFERRALS

KNOW YOUR NUMBERS

Total \$ of Sold Jobs Per Month
Total # of Sold Jobs Per Month
= Average Sale

INDUSTRY BENCHMARK
= \$2,500

7 STEP BENCHMARK
= \$3,500

Total Appointments Per Month
Total # of Sold Jobs Per Month
= Closing Rate

INDUSTRY BENCHMARK
= 50%

7 STEP BENCHMARK
= 75%

TRACK YOUR GOALS

JANUARY	MON APPT/SOLD	TUES APPT/SOLD	WED APPT/SOLD	THURS APPT/SOLD	FRI APPT/SOLD	SAT APPT/SOLD
WEEK 1	2/0	2/2	2/1	2/2	2/0	2/2
WEEK 2	3/1	3/2	3/3	3/2	3/1	3/3
WEEK 3	1/1	1/0	1/2	3/1	2/0	1/1
WEEK 4	1/1	1/1	2/1	3/1	2/0	2/2

ACTION ITEMS

- Homework: Practice Your 7 Steps
- Homework: Create a Tracking Sheet

THANK YOU
&
HAPPY GRADUATION!!!