

# BARRIERS TO APPRENTICESHIPS

Workshop – 15 March 2012

## 1) Understanding the issues and review of lessons learnt (11.00 – 11.45)

### Group work 1 exercise – Question - why do businesses not take apprentices?

- Review the findings and objections given in the survey
- Identify which ones we have experienced
- Discuss any other issues experienced
- What are the main reasons
- How real do we feel these reasons are?

### Feedback and consolidate findings



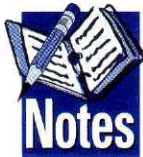
## **2) How do we approach our potential “customers” today? (11.45 – 12.30)**

- What techniques do we use?
- How well has this worked?
- How comfortable do we feel doing it?
- What issues do we face?

**Group work 2 exercise – Question – what are the biggest issues we face?**

**Feedback and consolidate findings**

---



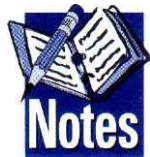
### **3) Adapting our Approach (1.00 to 1.45)**

#### **Group work 3 exercise – Question - why would businesses take on apprentices?**

- What does it do for the business?
- Why would they take them on?
- What problems does it solve?
- What is the incentive?

#### **Feedback and consolidate findings**

---

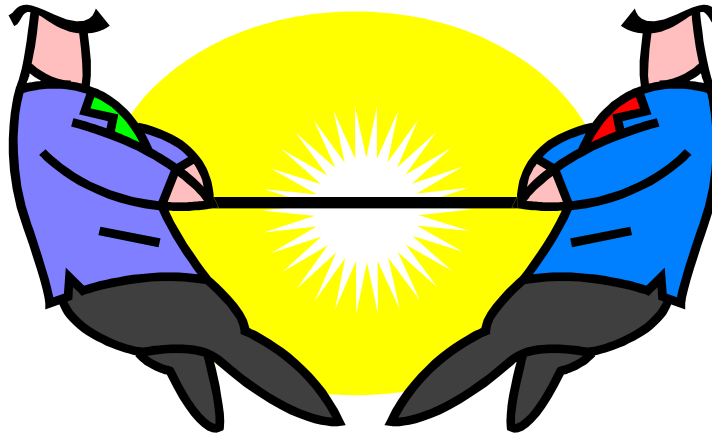


#### **4) How are we going to improve our uptake of apprentices? (1.45 – 3.45)**

- Build the desire or overcome the objections? The balance scales
- Use a process or wing it?
- Relationship building – understanding different types of people and how to communicate
- Speak or listen?
- Identifying the reasons why people would choose to use an apprentice – the PAINS it solves
- Questioning techniques to bring out the PAINS
- Achieving the commitment
- Behaviours, attitudes and techniques – recognising the impact of each

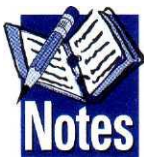
## 5) Build the Desire or Overcome the Objections?

**Convince!**  
**Convince!**  
**Convince!**



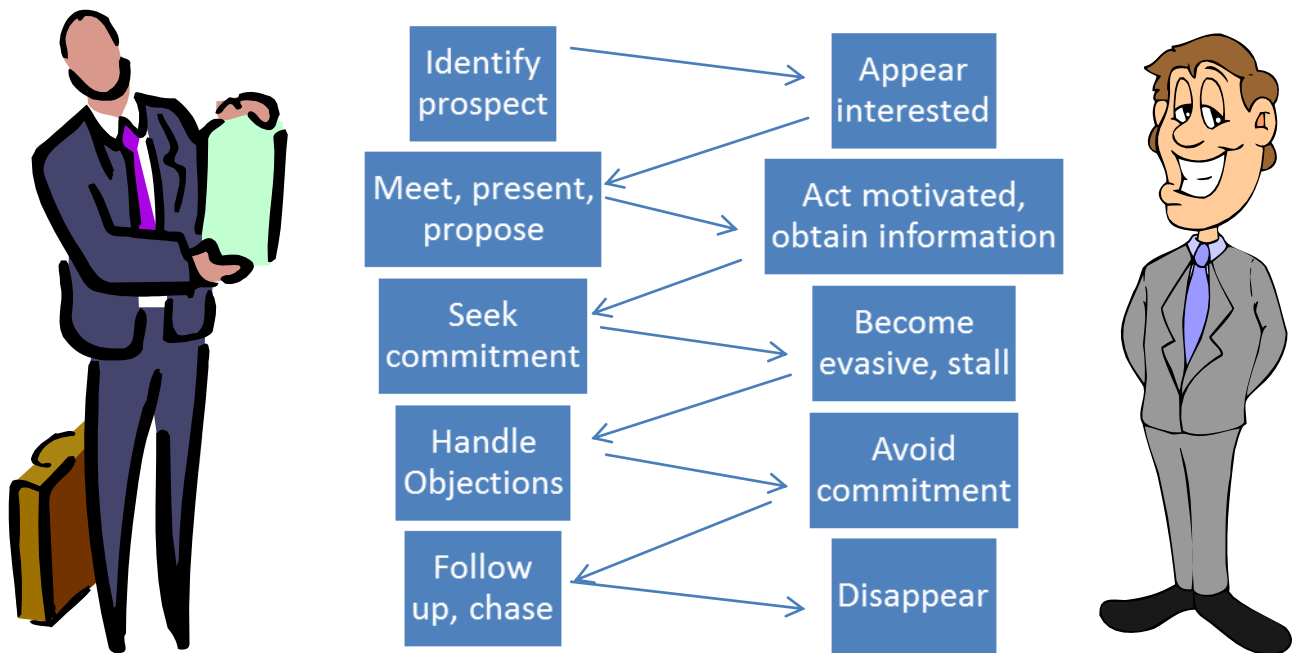
**Stall! Stall!**  
**Objection!**  
**Objection!**

Prospects buy for their reasons,  
not the salespersons reasons



## 6) Why Have A System?

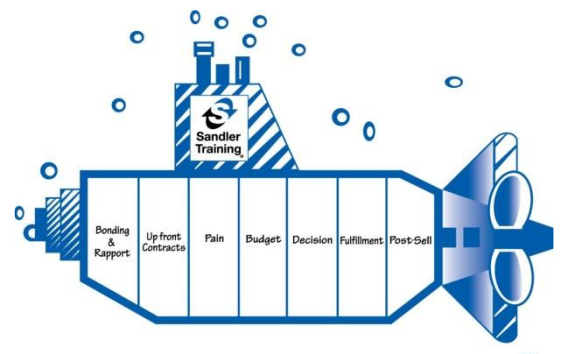
### The Traditional “Buyer –Seller” Dance!



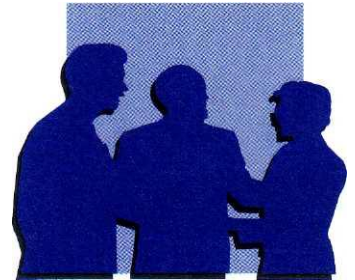
---

### The Sandler Way

- Bonding and Rapport
- Up Front Contract
- PAIN – Identifying the reasons for doing business
- Budget
- Decision Making Process
- Fulfillment
- Post Sell



## 7) The Importance of Bonding & Building Rapport



### It's important because:

- People who are like one another, tend to like one another.
- People who like one another, tend to trust one another.
- People tend to do business with people they trust.

### People want to be:

- Heard.
- Understood.

### All things being equal:

- People buy from people they like.
- People like people who are like themselves.
- Hence, people buy from people who are like themselves.



## The Role of Active Participation in Bonding & Building Rapport

Active participation is a communication process that enables you to enhance the way you communicate with a customer by adjusting your style of speaking, body language, and sensory cues to mirror those of the customer.



This is done subtly so the customer is aware only of feeling familiar with you and bonding and building rapport can begin.

### Three Elements of Communication

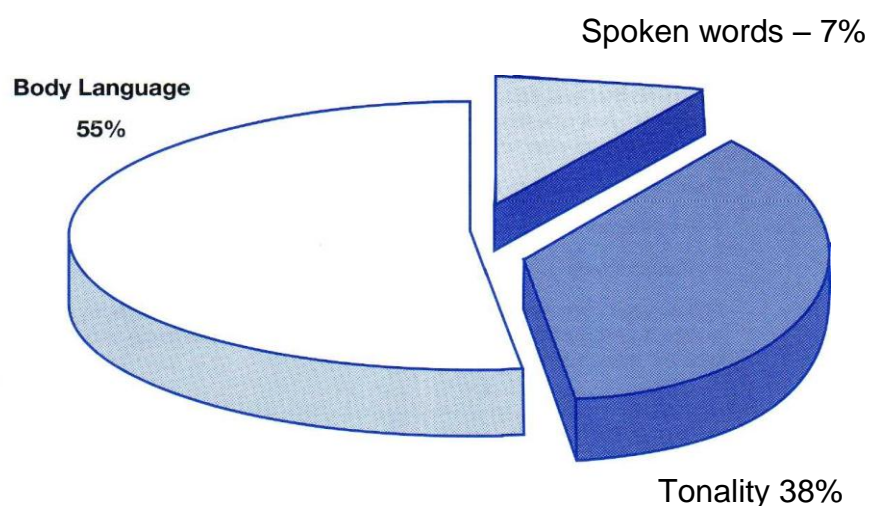
#### 1. Spoken words

#### 2. Tonality (quality or character of sound)

- Tempo: Characteristic rate or rhythm of speech
- Pitch: Having either a high or low range of tone
- Inflection: An alteration in pitch or tone of voice, so that a word is emphasized
- Resonance: Intensification or prolongation of a sound
- Volume: Degree of loudness or softness

#### 3. Body language (non-verbal communication)

- Facial expressions
- Gestures
- Body movements
- Posture
- Eye contact





## Active Listening Techniques

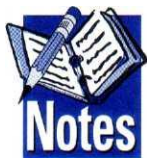
Active listening is simply reflecting back to the speaker the message you heard, so that you can either confirm or correct your understanding of that message. Ask questions or make statements that will prompt the speaker to comment on your reflected message.



There are two ways to reflect the speaker's message:

- Restatement
- Paraphrasing

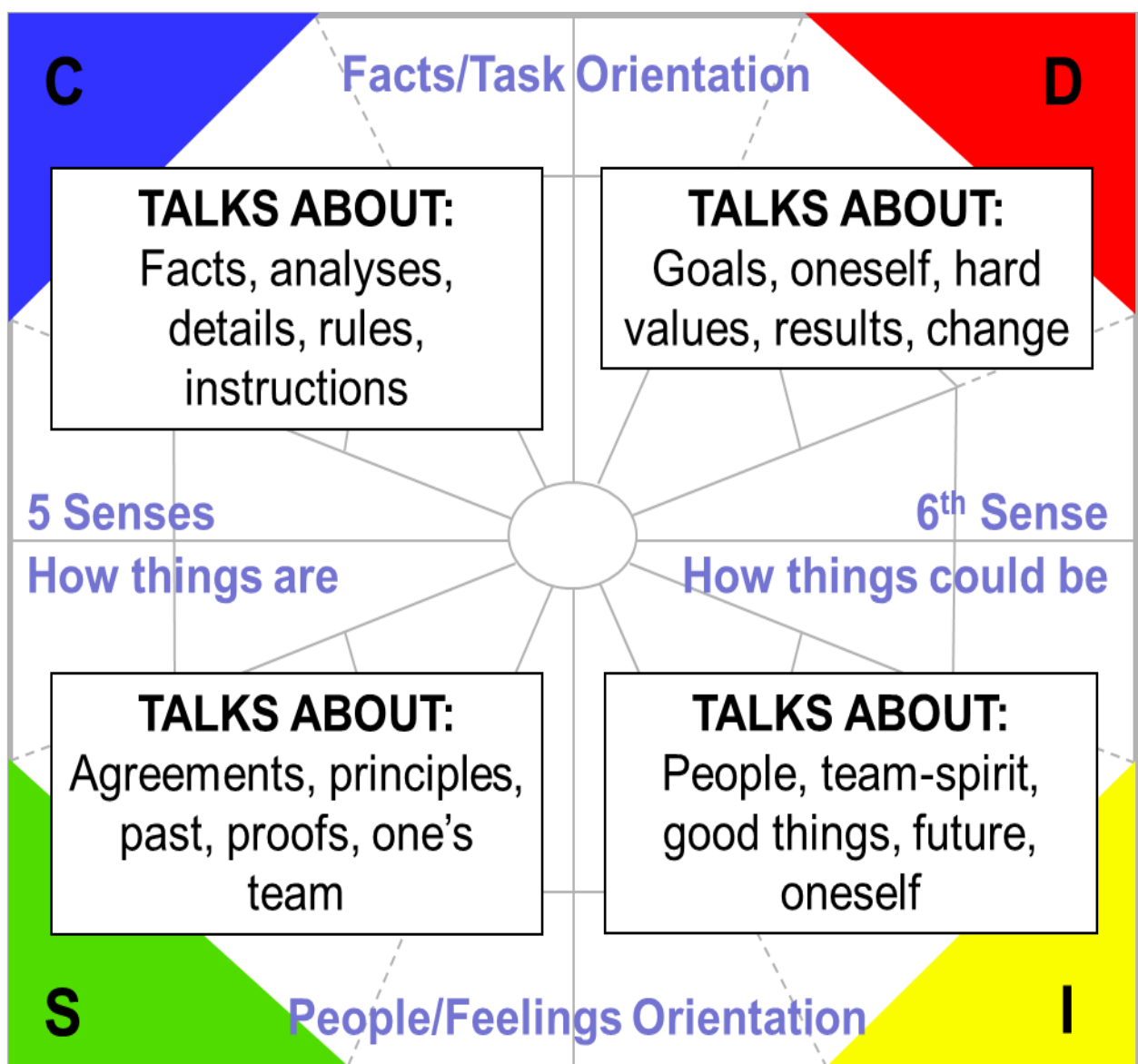
Follow your comment with a significant pause in speech and body language, to prompt the speaker to let you know if the message you heard was the message he intended to send.



## DISC Chart

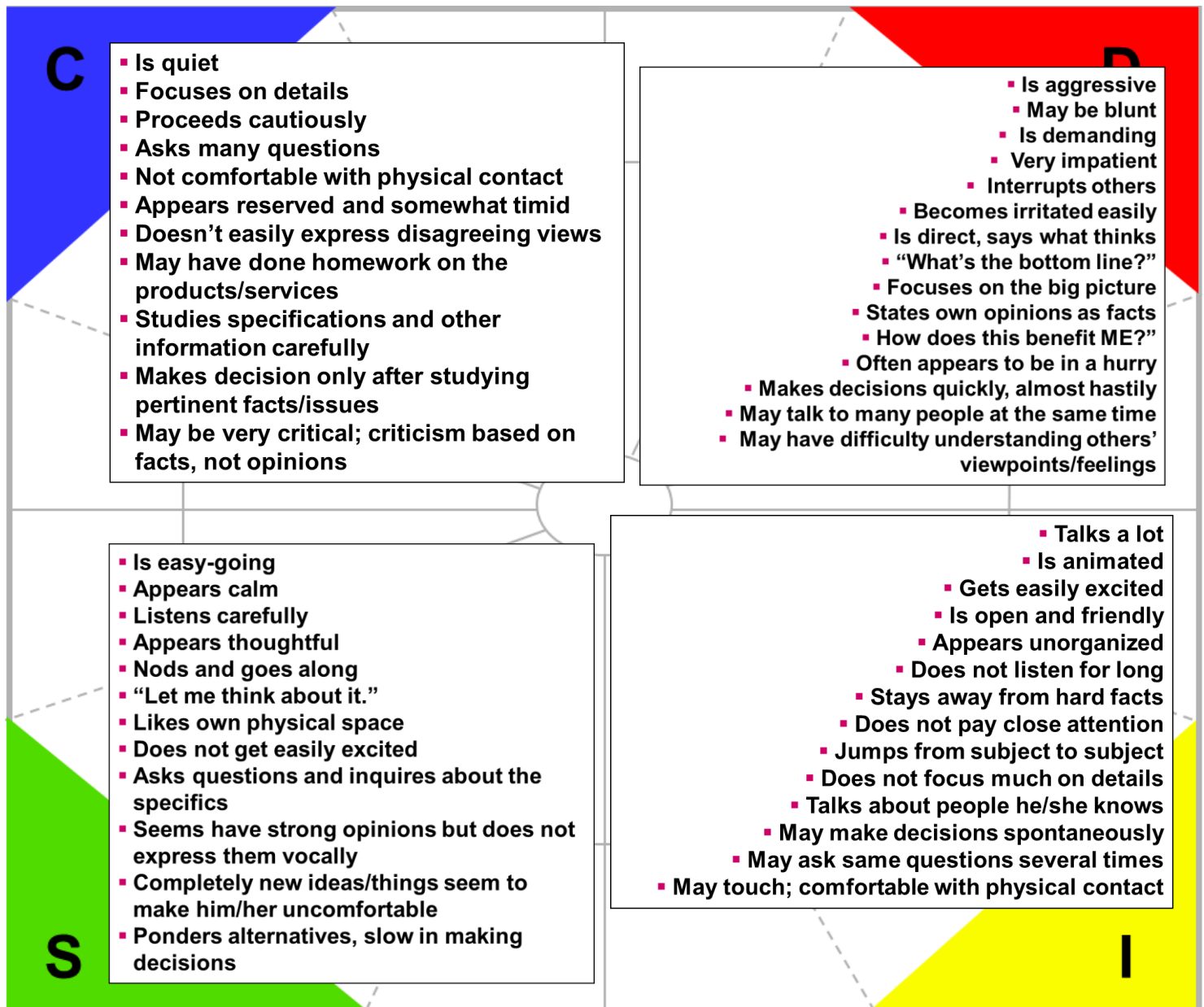
### Behavioural Styles

- Dominant
- Influencer
- Steady Relater
- Compliant



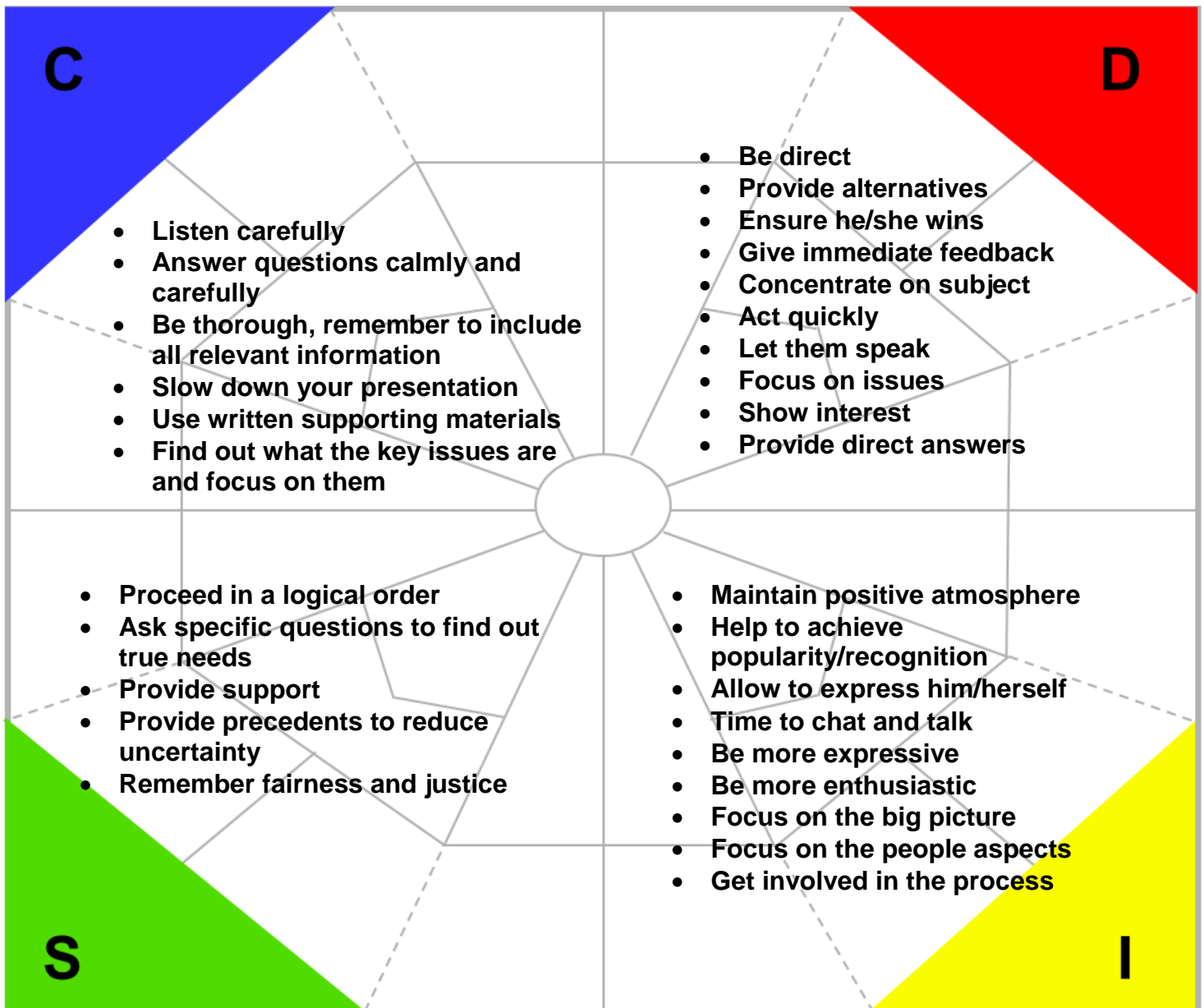


## DISC Characteristics





When communicating, do:



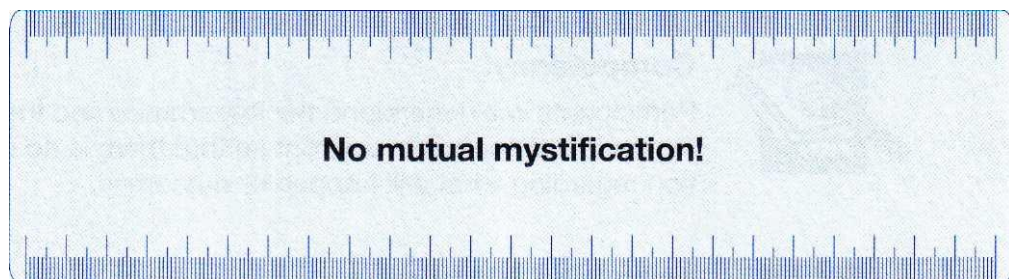
## 8) Elements and Terms of an Up-Front Contract



### Definition

An up-front contract is a mechanism by which the salesperson and the customer agree, before a meeting, to exactly what will take place during the meeting.

### Sandler Rule



**Elements**    There are five elements of an up-front contract:

- 1. Purpose of the meeting** - Explain why you are having the meeting. The purpose should move the selling process forward.
- 2. Customer's agenda and expectations** - Find out what the customer's agenda is for the meeting. Find out what his expectations of you are.
- 3. Salesperson's agenda and expectations** - Explain to the customer what you will be doing in the meeting. Explain your expectations of the customer, including what information you will need from him
- 4. Time** - Schedule the date, time, and location of the meeting. Allow enough time to cover all necessary points.
- 5. Outcome** - The outcome should be the decision to proceed with or stop the selling process, or the customer's final decision to buy or not to buy.

### Terms

The terms of an up-front contract are simple. Both you and the customer must agree to the outcome for each stage of the contract.

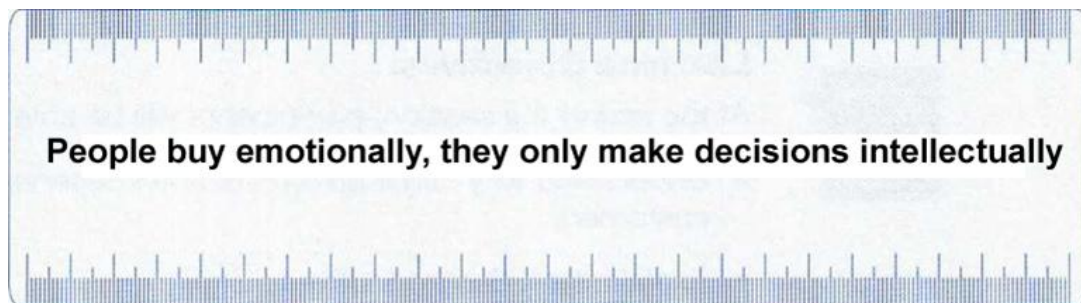
## 9) Buying Emotions – Why Take On An Apprentice?



### Explanation of pain

There are only two things that motivate people to do anything, including buy from you, Pain and Pleasure. In Sandler terms, "pain" is someone's compelling emotional reason to do business with you. And it can be any one of the four motives below.

1. Pain in the present is the one to go after first.
2. Pain in the future, or what we call "fear," is also a motivator to buy, but not as strong as pain in the present.
3. Pleasure in the present, as in buying a new boat because it's spring and the water is warm and you've never owned a boat before, so you go out and buy one now.
4. Pleasure in the future, in order to sell to this emotion, your customer must have had some kind of track record with you and know that you can deliver. A good example of this would be a stockbroker, especially if you have made good recommendations to him in the past.



Identify Pains Which Apprentices Can Help Solve for Businesses?



## 10) Learning to Ask Questions

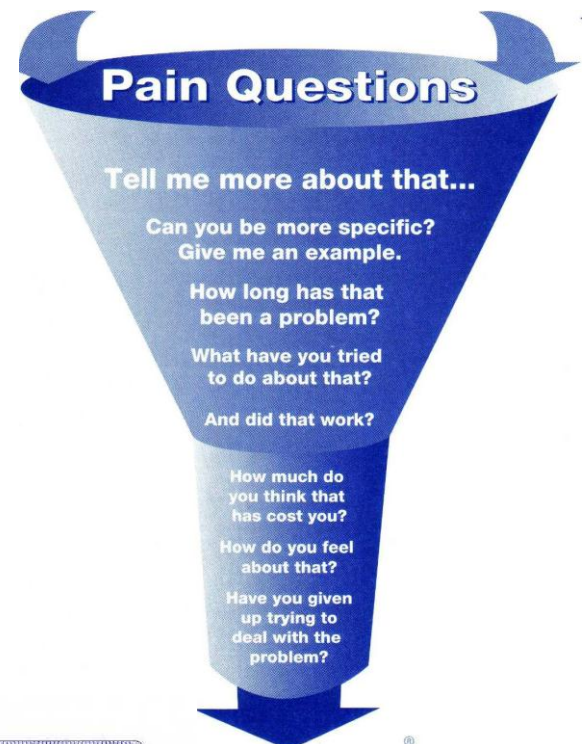
PAIN can only be found by asking questions

The real issues can only be determined by asking yet more questions

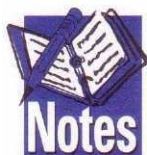
Questioning Techniques Include:

- Reversing
- Softening and reversing
- Dummy Curve
- Chinese Menu

Third party story



**Your value as a sales professional (and ultimately the amount of your commissions) is determined more by the amount of information you gather than by the amount of information you dispense.**



## 11) Questions You Can Use



The following are examples of questions you can use when reversing:

### Initial Questions

- 
- 
- 
- 
- 
- 
- 
- 

### Follow-Up Questions

- 
- 
- 
-



## 12) The Budget Step



### There are three major steps in the Budget Step:

1. Summarize and review what you covered in the Pain Step and set the contract to talk about budget.
2. Find out if the customer has money available and where it will come from.
3. Find out how much money is available by responding effectively to the customer's yes, no, and maybe responses (stalls or put-offs such as "We'll have it if we need it" or "We've used all our budget").

### Typical Responses

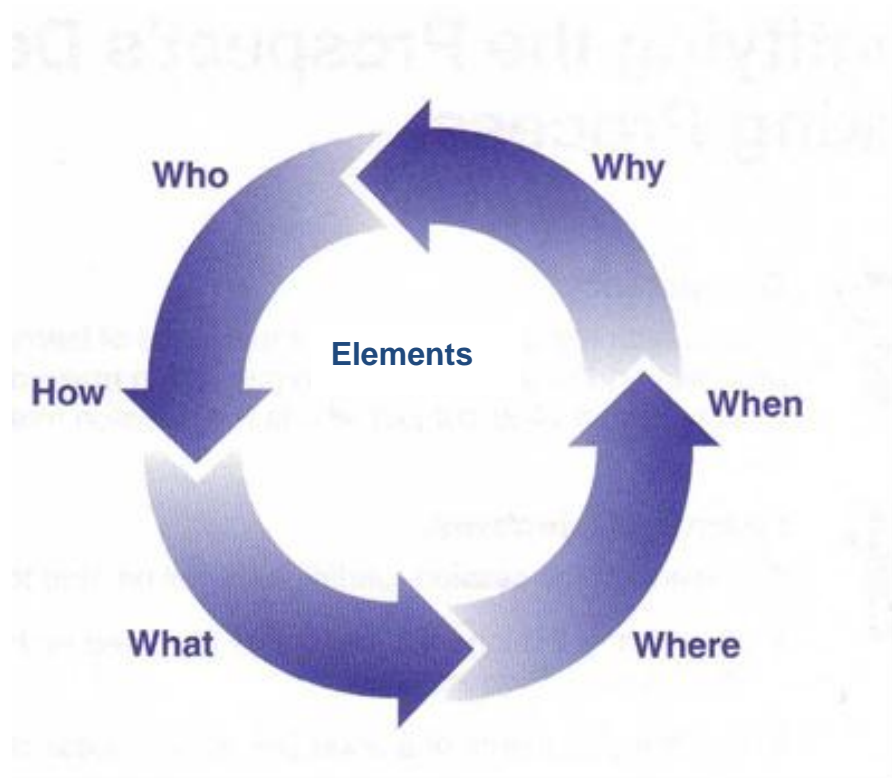
- Yes
- No
- Maybe
- I can't tell you

### Techniques for Finding Budget

- Bracketing
- Round numbers
- Third party stories



### 13) Elements of the Decision Step



### 14) Fulfillment

FULFILMENT			
<b>Review</b> <ul style="list-style-type: none"> <li>• Pain – business reasons for an apprentice</li> <li>• Budget</li> <li>• Decision process</li> <li>• Ultimate contract on commitment to a decision</li> </ul>	<b>Presentation</b> <ul style="list-style-type: none"> <li>• Only to the pains that the customer has</li> <li>• Sell today, educate tomorrow</li> </ul>	<b>Close</b> <ul style="list-style-type: none"> <li>• Is the customer at 10?</li> <li>• If not, continue presentation</li> </ul>	<b>Confirmation</b> <ul style="list-style-type: none"> <li>• When the customer is at 10, ask “what would you like me to do now?”</li> <li>• Prompt him</li> <li>• Congratulations</li> </ul>

## 15) Definition of Success

Success is the result of connecting all the points of the Success Triangle.

In Sandler B-A-T terms, success is:

