PROSUASION

Introduction

The Prosuasion training program takes a unique approach to add-on sales training. Studies have shown that employees tend to avoid suggestive sales opportunities because of a lack of confidence knowing what to say and how to attractively offer additional entrees. Many organizations have found that employees resist some suggestive sales training methods because they do not want to sound 'canned' and personally dislike feeling put-on-the-spot, and do not want to inflict others with the same discomfort. These two primary behaviors cause the number one reason for lost sales, simply not offering another product. Prosuasion is designed to build employee confidence and give them a comfortable approach to offer customers products by using a few easy games and exercises. This fun approach will encourage repeated use. It is through this repetition that employees build their self-assurance.

While employees can appropriate these sample for their own, the focus of Prosuasion training should be on understanding concepts and having participants use their own words, not on memorizing card text verbatim.

The Prosuasion program contains 3 modules. Because Prosuasion is customized for each individual company, client modules will vary from the samples shown here. All components are categorized under four main areas. The categories are:
1) Body language, 2) Recognizing opportunities, 3) Attractively offering add-on products and services, and 4) Using comfortable dialogs to suggestively offer additional products. These exercises are designed for both individual use, as well as small groups.
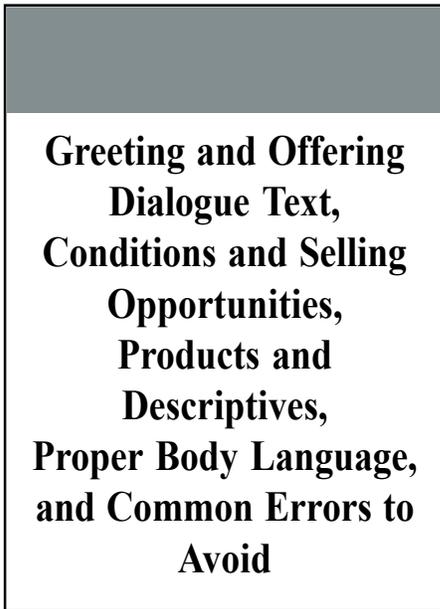
The Exercises:

The Prosuasion sales training modules use cards with scenarios, dialogues, products, body language, and following through to create matching pairs and card series. The next page will diagram the general card layout and how the cards are matched to each other.

Notice Concerning the Samples:

The following samples are used to illustrate the Prosuasion training program. These cards are taken from a customized client set. This set was designed to fit their specific operations and are only meant to show how these cards fit together as a set. Our team will work to create your set with your operational standards in mind. Because a Hardware store (as shown in our samples) and your concept vary, the text and graphics will vary as well. We carefully study your product line and tailor both modules to reflect your offerings and operations. We have Prosuasion templates for many retail concepts, including yours.

Card Diagram, set 1:

Greeting and Offering
Dialogue Text,
Conditions and Selling
Opportunities,
Products and
Descriptives,
Proper Body Language,
and Common Errors to
Avoid

← Color Band = Card Type
Determines when a card is played and
where in the card sequence it occurs.

Greeting Keys	Products & Descriptives
Greeting Dialogues	Offering Body Language
Opportunity Conditions	Following Through
Offering Dialogues	Common Mistakes

← Bottom Portion = Dialogue or Hint
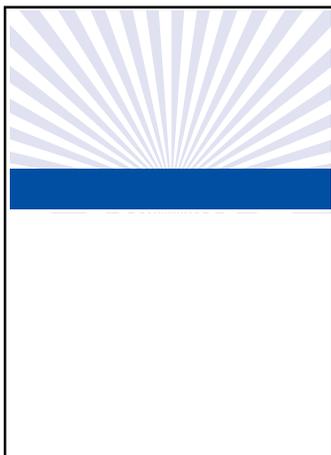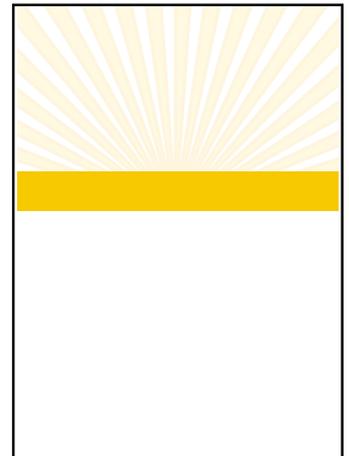
Card Diagram, set 2:
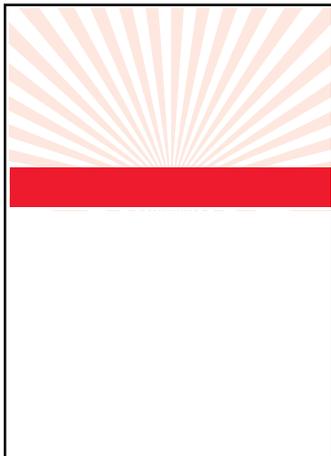
Top Portion

← =Add-on Product Text

Sales Opportunity Scenario →

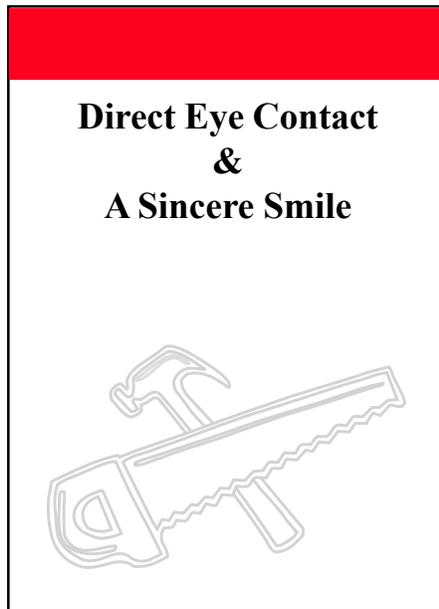← =Descriptive Hint

Possible Add-on Product →

Bottom Portion

← Top Portion =

Descriptive Answer

← Bottom Portion

= Descriptive Use

Set 1 Card Samples:

These sample cards are shown in the order of their play. In this module, a complete Selling Set will consist of seven cards in 'rainbow' order. The first card in the sequence has a red band. The red cards contain the keys to properly greeting your customers.

The next card to be played in the set are the orange Personal Greetings cards. These cards give sample greeting dialogues. While these may be used as is by employees, we encourage your staff to adapt these to fit their individual personalities.
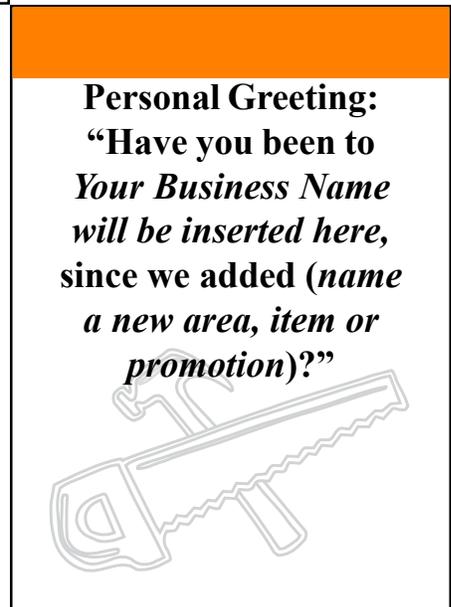
Please remember that the entire set is customized to your business. If you are using particular scripts, we can incorporate these into the set to make your addition of Prosuasion seamless.

Condition cards are yellow banded and are the third card to be played in sequence. These cards show selling opportunities.
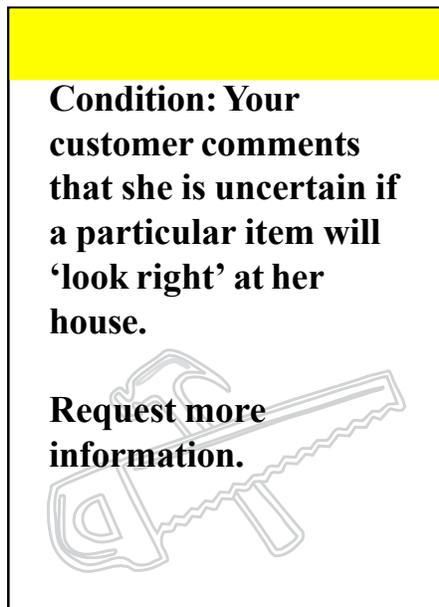
**Direct Eye Contact
&
A Sincere Smile**

Set 1 cards may be used in 3 exercises. One exercise is very similar to Solitaire for individual use, while there is also a Teamwork version for multiple players. Another multi-player exercise is similar to Rummy where sets are collected.

Personal Greeting:
"Have you been to *Your Business Name will be inserted here,* since we added (*name a new area, item or promotion*)?"

Condition: Your customer comments that she is uncertain if a particular item will 'look right' at her house.

Request more information.

The fourth card needed for a 'rainbow' set is a green Offering Dialogue card. Like the orange Personal Greeting cards these cards can reflect your current offering scripts, if desired. Again, while these may be used as is, we encourage your team to personalize these if they feel more comfortable.

"May I suggest our *Item*, it's *Descriptive* would complement your purchase nicely, don't you agree?"

← Sample of four cards played in sequence, with the green Offering Dialogue card on top.

Item: Motion Detecting Porch Light

Descriptive: Antique Styling

Blue Products and Descriptives cards are the next cards in sequence. These cards fill in the slots in the Offering Dialogue cards. These cards are used to illustrate where the Set 2 pairs are used. (See the Set 2 overview on a later page.)

The purple Offering Body Language cards are next in the 'rainbow' set. These cards describe proper positioning and demeanor at the time of making a selling suggestion.

Slowly nodding your head while describing your product.
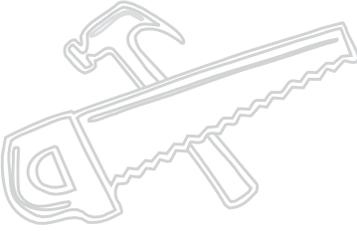
The final card in a 'rainbow' set is a gold Following Through card. These cards are a mix of dialogues and actions that reinforce your commitment to your customers. This follow through is critical to receiving repeat business. This 'gold at the end of the rainbow is where you have demonstrated the ability to suggest additional sales successfully.

"Please be careful on your way home, (*mention a change in weather or conditions*) it's slick out there since it started raining."

← Sample of seven cards played in sequence, with the gold Following Through card on top.
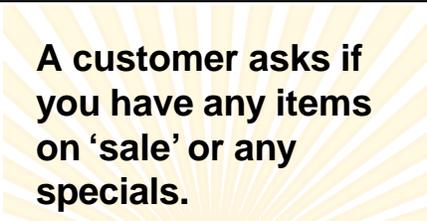
A few common mistakes and pitfalls are covered using black framed cards. These cards are optional and can be removed if desired. These are included to make your team aware, if they have picked up any bad habits.

Suggestive Silliness: "You don't want this, do you?"
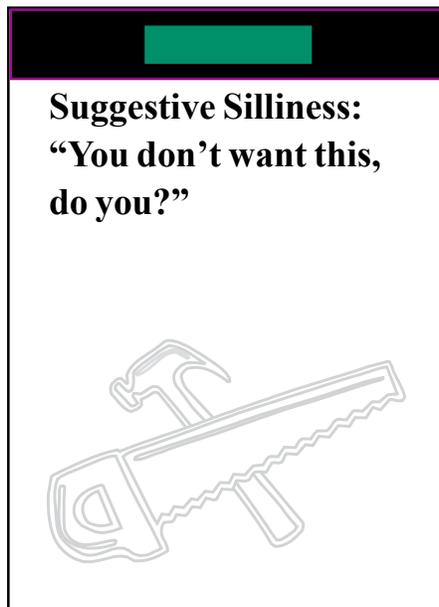
Set 2 Card Samples:

These sample 'Sun-Rays' cards are shown in the order of their play. In this module, a Descriptive Set consists of three cards, one containing a Selling Opportunity, another with a Product or Service, and a matching Descriptive card. There are multiple descriptive card matches for each add-on product.

Please remember: We carefully study your product and services and tailor both modules to reflect
your offerings and operations. While the samples shown are for one retail 'Hardware' concept, we have Prosuasion templates for many concepts.

A customer asks if you have any items on 'sale' or any specials.

Sale Items

Closeout Items

Sctatch & Dent Items

Seasonal Items

Closeout Items

Bargin priced

A great value

Bargin Priced

Use: When your customer has commented on trying to get the best deal possible or when he or she is focused on price.

Set 2 cards may be used in 2 exercises. One exercise is very similar to War, where players challenge another player with a Selling Opportunity and the player being challenged must respond with an appropriate add-on Product or Service, or a Product or Service Card must be answered with an appropriate Descriptive Card. These descriptives are not meant to be an exhaustive listing. Servers will learn to add to this foundation easily. Another multi-player exercise is similar to Rummy where sets are collected.