AMERICAN SOCIETY OF SAFETY PROFESSIONALS

San Diego Chapter

Basic Salesmanship and Strategic Influence for the EHS Professional

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What do we need to be successful?

- Ambition
- Solid technical & business skills
- Operational understanding
- Ability to work well with others
- Ability to shape the way others act (or do) the way we want them to (influence)

Within our organizations, what do we compete for?

- Time with management (to present our ideas/needs)
- Time with key staff (to learn operations & to present our ideas/needs)
- Resources ($$ to implement, learn, improve, get assistance)

All of these require "influencing" on some level!

Strategic Influence in Business

The art of planning and developing influence among the public, to customers, potential customers, and/or employees...

…This begins with networking, moves into relationship building, and ultimately ends up with a bond of trust and respect - Alex Burke - Dale Caldwell

- Though ultimately not the exact same thing…The connection between “Strategic Influence” and “Basic Sales Skill” is critical
- Not all salespeople are positive influencers, but all positive influencers have basic sales skills
- This skill can and should be learned by EHS Professionals

Who are we Influencing? What are we Selling?

- Our Ideas
- Our EHS Programs
- Our Promises
- Ourselves – “Confidence in our Competence”

EHS program success requires management (or worker) “Buy-in”.

What does this imply? If there is *“Buying”* happening (or not), someone must be *“Selling”* (or not)

Is it fair to say, that more effective selling will increase buy-in? Hence, increase program success? I say; YES!

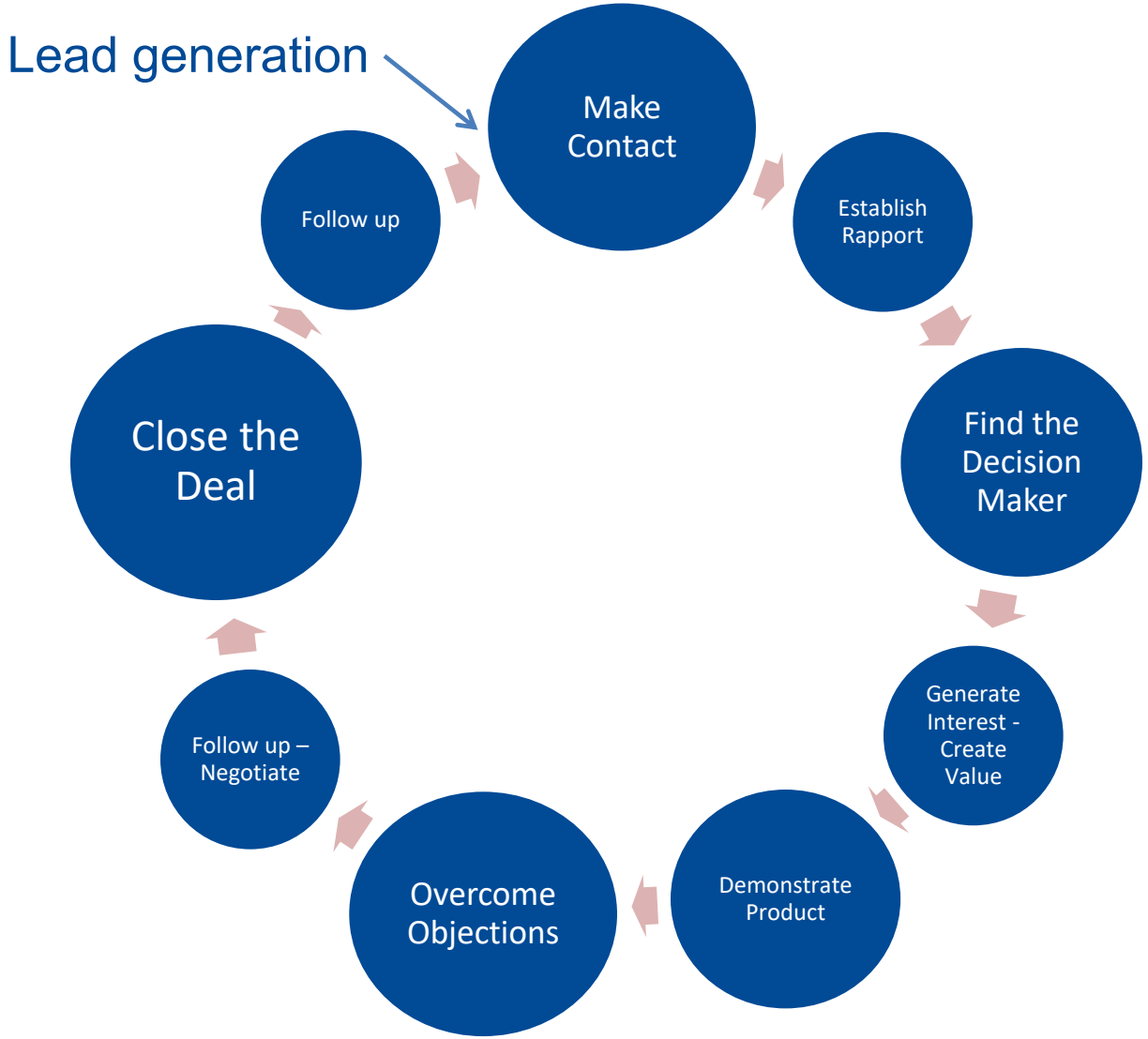
Traditional Sales

- **Who is the typical salesperson?**
  - Some sort of formal sales training and/or experience
  - Generally, sell goods or services – in exchange for **$$**
  - Rehearsed sale presentation and packaging
  - Numbers expectations; Sales goals – financial pressure to sell
  - Negative Paradigms – Stereotypes
  - Can elicit defensive response
  - Rarely (if ever) break character



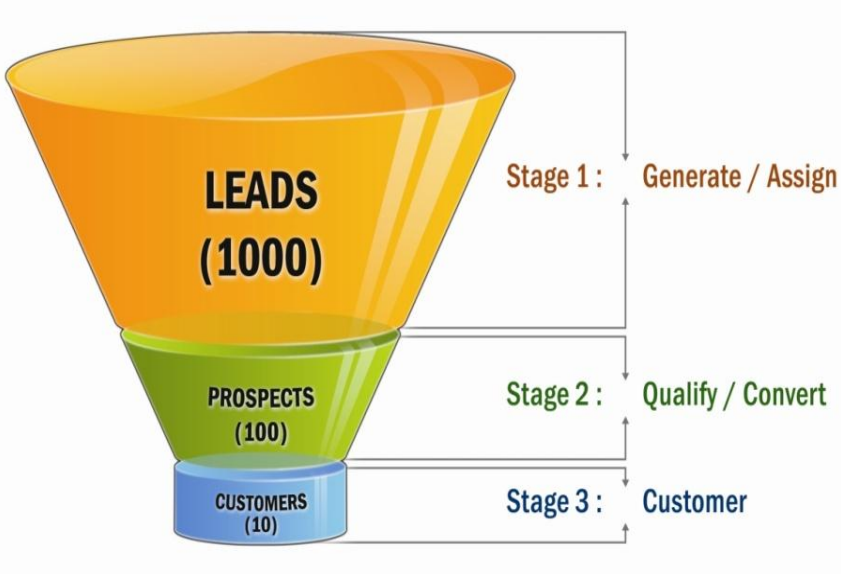


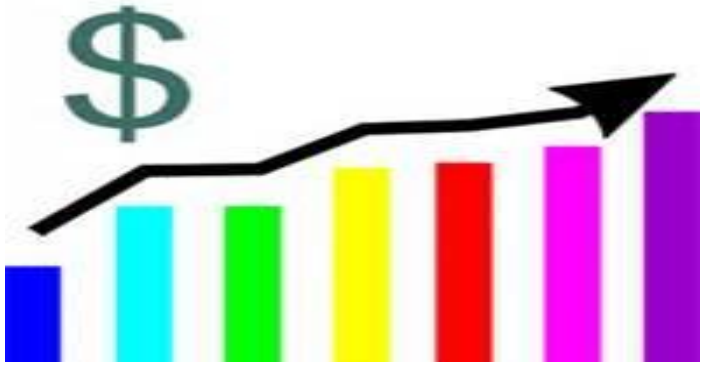
Basic Sales Model (variation)



Basic Sales Philosophy

- Lead Generation to Sales Conversion
- Collect Leads
- Qualify Leads
- Make the “Pitch”
- Close the Deal
- It’s a “Numbers Game”
  - More Leads = More Contacts = More Appointments = More Sale Pitches = More Deals Closed, etc...





Non-Sales Selling (for EHS Professionals)

- Not traditional products, goods, or services. **No exchange of $$**
- **Convincing, Persuading, and/or Influencing** - "Moving Others" – *To Sell is Human*, by Daniel Pink
  - 1 of 9 working people in US are in traditional sales role. Of the other 8, 40% of their (our) time spent "moving" others
  - "Moving", "Influencing" others into;
    - **Mindset, to see things the way we see them**
    - **To form partnerships**
    - **To create productive dialog**
    - **To give us their cooperation and trust**
    - **To give us their time**
    - **To give us their resources**
    - **To get them to act the way we want them to**

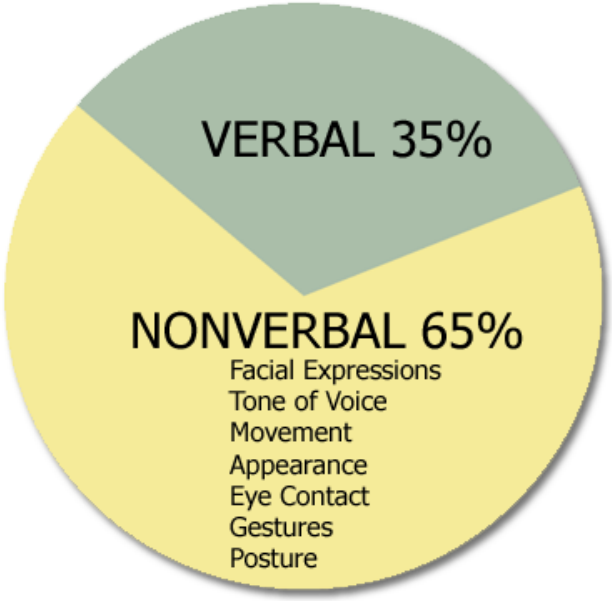
Basic Sales Skills for Non-sales Selling

- How do we differ from traditional salespeople?
  - Generally, EHS professionals do not have formal sales training
  - May have negative salesperson paradigms
  - We have technical education, experience
  - We deal in facts, statistics, risk management
  - We “sell” intangibles (ideas, promises, concepts, partnerships, etc...)
  - We seek continuous – long term relationships with our clients (workers)
- Non-sales selling is still selling!
- A basic understanding of the traditional sales process can assist EHS Professionals in developing their own “non-sales”, selling style
- Make you a more productive and efficient EHS professional
- Assist on your path to becoming an effective “Influencer”

Establishing Rapport

- Do your research
- Getting to know your prospective buyer (client)
- Social and Professional Media
- Prequalification
- Make a good first impression
- Effective communication techniques
  - Open ended questions
  - Mirroring
  - Non-verbal queues
  - Timing
- Listening; **"Shut up and Sell"**
  - The other person will tell you what you need to know







-By Don Sheehan

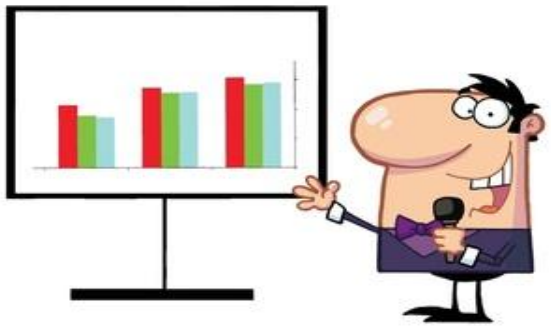
Identifying the Decision Makers

- Who really makes the decisions
- You can't sell to the one without the authority to make the buying decision
- Getting around the gatekeepers
- In-person, "face to face" visits
- Ask who makes these decisions. Invite, or ask to meet with them. "Network" with the gatekeepers
- *"Who makes these types of decisions in your organization?" "Will your boss be available for our meeting?"*



Product Demonstration “The Pitch”

- It is extremely important that you know your product – confident, accurate, & honest
- Do your research
- Anticipate likely questions
- Have prepared statistics, charts, visuals aids
- Have referrals and real life success stories to share
- Often a multi-step process
- **Remember this is not just a “visit” it’s purpose is to Close The Deal**



Overcoming Objections

- Learn what are the barriers to making the sale?
  - Cost, product features, competitors, timing
- **"Feel, Felt, Found"** techniques
- Ask probing & open-ended questions...Listen carefully to the answers!
  - *"What do like about the product/idea?" "What do you need?"*
  - The buyer will tell you what it takes
  - You will find out if this is the real decision-maker
  - Are you wasting your time?
- When all barriers have been removed… **the sale is imminent**
- If all barriers seem to have been removed and a sale is still not happening...what to do?
  - You did not uncover all of the objectives...keep working!
- If there appears to be no barriers...**Ask for the Deal!**

Negotiation

- Recognizing a negotiation is an essential part of the process
- Negotiation occurs in nearly non-retail sales transactions
- If the buyer seems ready to buy, go straight for the deal
- Often asking for the sale begins the negotiation process
- Negotiation rarely leads to a sale when one (or both) do not negotiate in “Good Faith”
- Both parties should remove the idea of “Beating” the other...”Winning” is reaching a deal when parties are satisfied
- Key Points for the EHS Professional:
  - Negotiations are critical in non-selling situations
  - Look for, and recognize when you have entered negotiations
  - Can be challenging when life safe safety is part of the discussion

Closing the Deal

- **The most important step!**
- How do you recognize when it's time to "Close the Deal"?
  - Obvious barriers have been removed
  - Prospective buyer is agreeing with you
  - Non-verbal queues; nodding head, smiling, helping you sell the features
- *"Are you ready to commit today?" "When can we get started?" "Can we start the paperwork?" "Good, so do we have a deal?"*
- **Don't be afraid to ask for the sale**
- Always close for something...another meeting, a follow-up date/call, etc...
- If an agreement failed to materialize, evaluate each step and your performance
- Be careful of false promises – agreement to get you to go away

Maintenance Selling (reselling to the same people or group)

- Maintenance selling is very important in “selling” ideas and programs to internal customers
- Conditions, people, and organizational structure will change...Time to resell
- An idea can become irrelevant, and programs may need updating
- Check on your agreements, be aware and look for the signs a resell is in order
- Ensure that your “clients” are still feeling fulfilled by the agreement
- Watch for others that are also “selling” – this is your competition

Transforming Basic Sales Skills into Influencing

- Dialog vs. Debate – Be perceived as easy to work with
- Partnering vs. Patrolling – Your clients should not avoid contact with you
- Don't be a "taker". Ensure your customers generally perceive a "win" by interacting with you
  - You will earn the resources for success
  - Your programs will be allowed succeed
  - You will have control over your success
  - You will be a positive influencer

Note; Some real EHS concerns require immediate action; these are not non-sales opportunities… *We are not always selling*

Be a Positive Influencer

- The process gets easier as “your clients” get used to “receiving”
- Practice, recognizing where you are in the sales process (the Steps) will help you stay on track
- Remember the Steps; try not to fall into reverting to your “step strength”
- Read, watch, and study sales and negotiating technique
- Some agreements fail to materialize at first...don’t be afraid of “no”
- Remember; You’re always setting up for the next deal



Thank You!

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