



McCain Selling System



PRE CALL PREPARATION

- 1: Previous or Assumed Needs of Customer
- 2: Develop SMASH Business Objectives
- 3: Anticipate Objections with Solutions
- 4: Develop Currency / Shopping List



IN CALL CONTENT

- 5: Explore the Needs
- 6: Establish the Interest
- 7: Explain The Deal
- 8: Emphasize Key Benefits
- 9: Execute Next Steps
- 10: If You / Then I



POST CALL

- 11: Critique Call
- 12: Record Details of Visit

Meeting the customers NEEDS with SOLUTIONS that are EASY TO BUY

NEEDS

- growth in revenue
- improvement in efficiency (cost savings)

SOLUTIONS

- not just products
- the proposition brings commercial benefits vs. the needs

EASY TO BUY

- relevant for me and my business
- simple to integrate/execute

M S S



Pre Call Preparation

SO IMPORTANT
Calm
Confident
In control

- 1 Previous or assumed needs of the customer

- 7C's Knowledge
- Data ➡ Insights
- Prepare questions
- Validate assumptions

- 2 Develop **S M A S H** business objectives

1st thoughts on the solution

- 3 Anticipate objection with solutions

What's their "no but" trigger? What's your response?

Build out the solution

- 4 Develop currency and shopping list

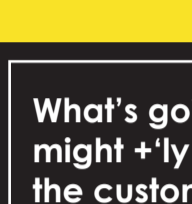
Conditional

If you...
What do we want?
Shopping!

Then I...
What could we use to get it?
Currency!

Refine the solution

1a Knowledge Data Insight 7C's of Knowledge



- **COUNTRY...**
Pest, Socio, Economic, Macro
- **CATEGORY...**
Frozen potato, Apps, Others
- **CHANNEL...**
Segment knowledge
- **COMPANY...**
Us, why McCain?
- **CUSTOMER...**
Our customer, our territory
- **CONSUMER...**
Who, what do they want?
- **COMPETITION...**
Who, what have they got, why are we better?

What's going on that might +ly or -ly impact the customers world?

What would they find interesting to know that will help their business vs. what we think we know about their needs?

How can we help?

Being clear on the outcome

- S**pecific... Not ambiguous
- M**easurable... We know we have done it
- A**chievable... Motivating
- S**tretching... Growth
- H**armonious Right for us, right for the customer

Check the objective is connected to meeting the customers needs

Prepare questions 1b

To uncover in the customer...

- What's new?
- What's changed?
- What's the same?
- What's working?
- What's not working?
- What's on their minds?



Turn "thinking we know" to "knowing what we know and didn't know"

The customer must be "SOLD" on our proposition!!! Otherwise it is just a fight on price



Negotiating...

is about trading currencies to get an agreement

Plan and Prepare...

the currencies we have to trade with but also the currencies our buyer has



These buyer currencies become our shopping list items we want!

If we trade a currency we always ask for something in return... but we do that first, this makes it conditional

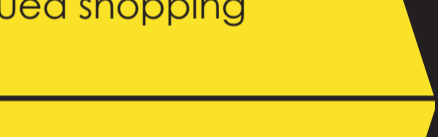
If you...
Our shopping list!

Then I
Our currency



All currencies must be costed and all shopping lists items must be valued.....

High Medium Low



This means we are in control of what we trade. We could trade a low cost currency for a higher valued shopping list item!!!!... **YES!**

Be creative with your shopping lists (what we are asking for) but be specific!

We can also prioritize the shopping items that we want if the scope of the negotiation changes

- ➡ **Essential to get**
- ➡ **Expect to get**
- ➡ **Hope to get**

Be ambitious with your shopping list. We are then ready to ask for more if our buyer asks for more

It is not weak to give something away, but it is weak to give something away and get nothing in return!!!



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Currency and Shopping Lists

Buyers Shopping List	McCain CURRENCIES	
	Cost to McCain	Value to buyer

McCain Shopping List	BUYER CURRENCIES	
	Cost to buyer	Value to McCain

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In Call Content

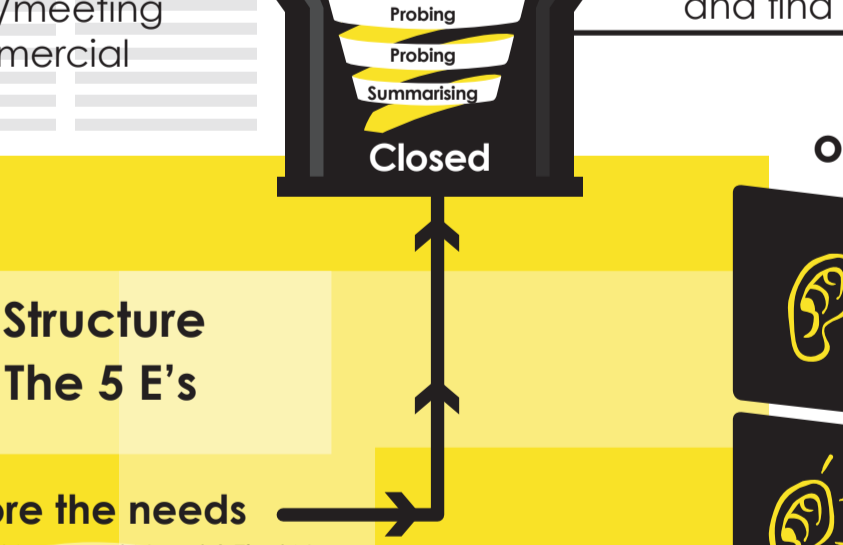
Observe + Question + Listen



NEWSPAPER HEADLINE

GRAB ATTENTION

referencing the need you're solving/meeting &/or The commercial benefit



Quality "assumed" and find "new" needs

4 levels of listening

- Passive listening
- Listening to respond
- Listening with assumptions
- Active listening

Call Structure The 5 E's

- 5 Explore the needs
Qualify "Assumed Needs" Find New
- 6 Establish the interest
Summarize "If I could..."
- 7 Explain the deal
'The Sales Proposition'
- 8 Emphasize the key benefits
- 9 Execute the next steps
Close!!! Take the order

- Context** What's happening that's important for the customer to know
- Insight** Why/Why not the "what" is happening and therefore the issue/opportunity
- Solution** The benefits of the proposition vs. the customer need
- Action** Specific details of the actions to be taken

Handling Objections (SLIPPER)

- Stay calm
- Listen
- Inquire
- Present back
- Probe
- Explore solution
- Resolve

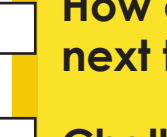
- 10 If you... Then I... ➡ Shopping List
➡ Currency List

Negotiate as a LAST RESORT

SELLING

NEGOTIATING

M S S



Post Call

SO IMPORTANT
Continuously improve!

- 11 Critique Call

After the call, evaluate yourself

- 12 Record Details of Visit

CRM

salesforce

- Planning Tool
- Territory and Customer Management
- Customer Data and Insights
- Reporting to highlight your success!
- Capture "new" needs as input for the future