



Selling EZ-DigiSign digital signage, like any other product or service, requires appropriate knowledge about the products and services offered. Effectively communicating this knowledge to the customer becomes an art form. The purpose of this EZ-DigiSign Sales Outline is to teach an effective sales process that will help produce sales.

The EZ-DigiSign sales cycle consists of seven steps:

- 1. Introduction**
- 2. Ask Thought Provoking Questions**
- 3. Understanding Needs**
- 4. Present Features, Benefits and Advantages**
- 5. Trial Close**
- 6. Overcome Objections**
- 7. Final Close**

The following sections explore each stage of the sales cycle.

### Introduction

The first step of the sales cycle is the introduction. This is a critical step because it is the first impression given to the prospect. A well-dressed and groomed person begins the introduction before a word is spoken; make sure you look the part of a friendly and knowledgeable sales “consultant.” A firm handshake with a simple sentence will work. Relax, and speak slowly and clearly.

Samples:

- Hi, my name is Bill with EZ-DigiSign.com.
- Dave? Hi, I’m Bill with ABC Signage, an authorized reseller of EZ-DigiSign.
- Hi Dave, I’m the local EZ-DigiSign reseller. Thank you for your time.

Add your own:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Choose a few statements that you are comfortable with and give them a try.

## Ask Thought Provoking Questions

The next step of the sales cycle is to spark interest by asking thought provoking questions. Digital signage is new and therefore is widely unknown by name but certainly has been seen by most people in one form or another. One way to provoke interest is to ask questions.

A few sample questions include:

- I like your office; have you ever seen how digital signage could enhance it?
- Have you every heard about digital signage? I think one would work really well right over there.
- Did you know that digital signage has been proven to catch attention when other advertisements don't?
- Have you heard how digital signage decreases the perceived wait time?

Digital signage can be used in so many ways. Create your own thought provoking questions:

- \_\_\_\_\_
- \_\_\_\_\_

## Understanding Needs

It is obvious that every business and organization will have different needs. Uncovering their needs is a roadmap to a properly executed sale. The way to discover needs is to ask solid open-ended (who, what, where, when, why, how) questions. When a need or want matches the EZ-DigiSign solution, a sale is imminent.

Sample open-ended questions:

### *Medical/ Dental/Clinic*

- What things do you need to communicate to your customers (guests, or employees)?
- What message do you want your dental patients to receive?
- What have you heard about digital signs?

### *Retail Practice*

- What product or service would you like to promote better?
- What specific products would you like to bring more attention to?
- How do you currently promote your products?

### *Hotel*

- How do people find their way to the appropriate conference room?
- How do your guests find out about weather?
- Where do your guests go to find out about places to eat or things to do?
- What do your guests do for entertainment and how do they find it?

Again, with so many uses for digital signage, create a few of your own questions centered around the type of businesses you will be working with:

- \_\_\_\_\_
- \_\_\_\_\_

**Present Features and Benefits**

Once you have identified the needs of your prospect, then you can match the need with the applicable features and benefits of an EZ-DigiSign.

The *features* are the tangible parts of a product or the functions of a service. *Benefits* are how the customer will gain an advantage over their existing situation. The most effective way to present features and benefits is to state the feature and the related benefit as it relates to their situation. Use the information you received in the Understanding Needs section of the sales visit.

Since digital signage is a new concept, digital signage is a feature in and of itself. The first few of the following examples relate to digital signage as the feature:

Feature	Benefit
Digital Signage	Draws attention to the message with movement and the high-tech look
Digital Signage	Holds the attention much longer than traditional signs
Digital Signage	Reduces the perceived wait time in waiting rooms or when standing in line
Digital Signage	Is new and high-tech which lends to credibility
PlugAndDisplay™	When you plug in the player, it will automatically display the digital signage
CCP™ Technology	Provides continual play during temporary Internet outages
PSC™	Configures the signage for maximum viewable area on digital signs
Intel Core 2 Duo E4400 2 GHz Processor	High speed specification lends to quicker display of digital signs

The following webpage includes a comprehensive feature list. Identify a few more features and benefits.

<http://www.ezdigisign.com/playerdatasheet.html>

Feature	Benefit

With the features and benefits identified, a skilled sales consultant will match the features and benefits to the needs of a customer. Only when the customer recognizes their needs are being met, will they make a purchase.

***EZ-DigiSign Example #1 - Digital Signage Feature***

“Mr. Jones, you mentioned the wait time at your customer service desk can make some of your customers mad. The EZ-DigiSign digital sign (feature) captures attention so the perceived wait time is shorter (benefit).”

*Alternative*

“Mr. Jones, you mentioned the wait time at your customer service desk can make some of your customers mad. With an EZ-DigiSign, the movement of the screen (feature) captures their attention so the perceived wait time is shorter (benefit).”

***EZ-DigiSign Example #2 - Digital Signage Feature***

“Mr. Jones, you mentioned that you wish you could get more out of your advertising dollar. With an EZ-DigiSign (feature), you will be able to strategically place ads at the point of purchase and increase sales (benefit).”

***EZ-DigiSign Example #3 - Digital Signage Feature***

“Mr. Jones, you said it was important for you to enhance your companies image. With an EZ-DigiSign (feature), you will project your business as a cutting edge company which will definitely enhance your image (benefit).”

Create your own Feature – Benefit Statements using the previous feature benefit chart:

Feature: \_\_\_\_\_

Statement: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Feature: \_\_\_\_\_

Statement: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Feature: \_\_\_\_\_

Statement: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## **Trial Close**

Once the presentation has been concluded, it is critical to immediately initiate a trial close. Trial closes can feel awkward to inexperienced sales consultants but are critical to perform. Trial closes keep control of the conversation and help find out how the customer is feeling about the product.

Trial closes are simple open-ended questions designed to:

1. Open up the customer to understand their thought process
2. Identify additional questions the customer may have
3. Identify concerns that are standing in the way of the sale

Sample Trial Close Questions:

- How do you feel about EZ-DigiSign?
- How do you feel an EZ-DigiSign will benefit your business?
- What other questions do you have before we get started?
- When would you like to schedule the installation?
- Would you like me to map out your signage?

Create your own Trial Close Questions:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## **Overcome Objections**

In almost all sales presentations, the customer will have a reason why they shouldn't purchase. Many times, they don't have all their questions answered and they don't even know what the questions are! In any case, they don't see the benefit of digital signage.

There is no clear cut way to overcome objections, but there is a formula that can help.

1. State the trial close. As follow-up questions if necessary.
2. Recognize what the prospect said in answer to the trial close question. Let them know that you feel it is important that they make an educated decision.
3. Re-state the concern.
4. Provide the additional information necessary to help the customer understand the facts and see the benefit of EZ-DigiSign.

The following example illustrates how to overcome objections to the purchase.

### *Step One*

*Consultant:* The trial close question: What other questions do you have before we get started?

*Prospect:* A lot! I'm not sure I ready to get started at all.

*Consultant:* Follow-up question: Do you see the benefit of digital signage?

*Prospect:* Yea, I do. But I guess I'm unsure how it all works.

### *Step Two*

*Consultant:* I can see how this can be confusing. It can be overwhelming but let me assure you that I'll show you how it works so you can understand. Don't worry, I do this all of the time. I think it is very important that you understand so you can make an educated decision.

### *Step Three*

*Consultant:* So, you are not sure how all of the technology works, right?

*Prospect:* Yes.

*Consultant:* Which part don't you understand -- is it the display?

*Prospect:* No, I understand how the display works but I'm not sure how the signs are created and transferred to the display.

*Consultant:* I see, you are not sure how the signs are created and displayed, right?

*Prospect:* Yes. Exactly.

### *Step Four*

*Consultant:* OK. Let me explain the process .....

After the process is explained, another trial close question is asked and the process is repeated until the customer is ready to purchase.

## Final Close

The final close is really a natural step. It is the logical conclusion of an organized and effective sales presentation. Each customer will require a different amount of time to “mentally digest” all of the information provided. Once the customer has an understanding and the consultant has established the need and matched it with the features and benefits of the product, the final close is simply filling out the paperwork necessary to process the sale.

Look for the buying signals. Buying signals include:

- Asking for firm pricing
- Asking for types of payment accepted
- Asking how much time it takes to get started

When these buying signals take place, start filling out the paperwork and collect the money. You may say something like, “OK, then, lets get you signed up!”

## Summary

While there is no perfect step-by-step process to selling, this training outlines a framework from which you can build to successfully sell EZ-DigiSign products. The simple seven step sales approach in review is:

1. *Introduction*
2. *Ask Thought Provoking Questions*
3. *Understanding Needs*
4. *Present Features, Benefits and Advantages*
5. *Trial Close*
6. *Overcome Objections*
7. *Final Close*

There is one final concept to conclude this training. This one final concept can make deals anytime a sales consultant feels lacking or overwhelmed in any way. When a sales professional is **ENTHUSIASTIC** and **EXCITED** about EZ-DigiSign, prospect will see that and naturally get excited themselves. It has been said that sales is 90% enthusiasm.

It's time for you to get excited about selling EZ-DigiSign!