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March 9, 2014

BUAD 176

The Sales Script Presentation

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The sales presentation is being done at the office of the Director of Human Resources(HR) for Costco. I am with HRInsider and I'm selling our online compliance resource, HRInsider.ca. It is 10:00am on Monday.

Script

Seller: Hello John, my name is Dustin and I am a consultant with HRInsider. How are you today?

Buyer: I'm busy as always Dustin, how are you?

Seller: I'm great thank you. You being busy is actually one of the reasons I hoped to speak with you today. Have I caught you at a bad time? Or can I borrow a few minutes?

Buyer: I have a few minutes, what do you need?

Seller: My company works with HR professionals like yourself to assist with staying on top of and compliant with the latest changes in HR rules, laws and regulations. We not only save you time with our online resource, but supply you with needed information and tools that help your ability to stay on top of the changes more efficiently and effectively. How much would you benefit from saving time when dealing with your Human Resource responsibilities? *Customer Benefit Approach.*

Buyer: That depends on how much time you can save me.

Seller: With just a few minutes, we can figure out just how much time our resource will save you. Allow me to open up my laptop and show you HRInsider.ca.

Buyer: Ok, you can set that up right here.

Seller: As I'm loading HRInsider.ca, let me ask how you currently stay on top of the changes in HR regulation? *Situation.*

Buyer: Through using google and other free resources.

Seller: How much of your day does that take up? *Problem.*

Buyer: About an hour or 2 a day when I can find the time.

Seller: Would you say that finding the time to do everything is a major challenge for you? *Implication.*

Buyer: You could say that again.

Seller: HRInsider.ca will send you out 2 weekly emails that provide you all of the updates and legal trends for your specific jurisdiction. We obtain the updates, the second they are finalized. This will save you having to research this information on your own. *FAB.*

Buyer: Ok

Seller: I just finished setting it all up. Now I already told you about the email, but what you also able to do, is obtain up to the minute updates by clicking here when you're logged into HRInsider.ca. This shows you all of the updates specifically in your jurisdiction. Do you see any that catch your eye?

Buyer: Umm, go ahead and click on the second one.

Seller: That's a good one. As you can see, our updates aren't long or difficult to read as they are on other sites. They are concise, to the point, and very informational. *FAB.* Now let me show you some of the tools we have for you to utilize. May I ask how much time you spend each week working on policies? *Situation.*

Buyer: Not a lot, we have a lot of those in place already.

Seller: How long did it take you to write the last one you put in place?

Buyer: About 3 hours.

Seller: Is that how long creating a policy typically takes?

Buyer: Well it depends on the policy and how much time I have available and how much research it takes me.

Seller: Fair enough, and when was the last time you audited all your policies? *Problem.*

Buyer: It's been a long time. (says while chuckling)

Seller: Our studies show that many laws and regulations tend to change yearly and to stay compliant and protect both yourself and your employees it is best to audit and update your company policies every year.

Buyer: It would be great if I could, but I don't have time to be writing policies all the time. (says a little annoyed)

Seller: I completely understand. Right here we have hundreds of easy, ready to use policy templates that are 100% compliant with the current laws and regulations. You would be able to simply download each one into a Word document and edit it in minutes. The templates literally complete 90% of the work for you. *FAB*. Would you say finding the time to audit a policy would be a lot easier if it only took 10 minutes? *Implication*.

Buyer: Of course, let me see which ones you have. (sounds relaxed now)

Seller: You can view our list right here. We just recently added 120 new policies to our database. We also have thousands of other tools designed to save you time that you're able to download and edit just as easily. This allows you to save time on many of your other duties as well. *FAB*.

Buyer: This looks really good Dustin.

Seller: Do you agree that this would save you a lot of time? *Trial close*.

Buyer: I would want to look into it more, but I definitely see the potential, how much is this?

Seller: The rate depends on a few different factors. I would be able to more accurately tell your your rate near the end of the presentation. Would I be able to address the rate then?

Buyer: Well my company doesn't like spending a lot of money on stuff like this. *Objection – Money*.

Seller: Our company works with people to try and stay within their set budgets, if I could get more information from you about that later, I know we can make benefits far outweigh the rate.

Acknowledge Objection. Would that help? *Compensation method*.

Buyer: Yes, thank you.

Seller: No problem, now may I ask whether you like to utilize Webinars? *Situation*.

Buyer: I use them sometimes.

Seller: We offer our members free registration to all of our live Webinars and perform about 2-3 each month. Would you be able to find the time to utilize that? *Problem*.

Buyer: I'm often not able to and that is why I don't attend more.

Seller: Your current source for Webinars must not offer the recorded version for you to view, do they?

Implication.

Buyer: Umm, I don't think so.

Seller: Just so you are aware, on the same day we present the live Webinars, we upload a recorded version for you to review at any time. Unlike some resources. we don't charge you for the recorded version and you able to choose any of our archived webinars and watch them again and again. The ability to pause and fast forward the video especially aids in creating better time management. *FAB.* Do you agree that that adds a lot of value? *Trial close.*

Buyer: I could see myself actually using a few, yes.

Seller: Am I right with saying that saving time and finding reliable information is Important to you? Also that a resource with the ability to adapt to your needs is highly required for someone with your responsibilities? *Need pay off.*

Buyer: Yes that exactly right. But Dustin, let's get down to the bottom line here. How much does this cost me.

Seller: As I said earlier, it depends on how many users you would need. How many people are on your team that would utilize HRInsider.ca?

Buyer: Including me, there would be 5 total.

Seller: Ok, so for 5 users your total for a 1 year membership would be \$2500.

Buyer: I'm not sure I would get that much use out of it compared to what I use now. *Objection – Product.*

Seller: I understand how you feel, but I thought you had already found several ways HRInsider would greatly benefit you. *Acknowledge Objection.* Many of my current subscribers felt the same way. However, all of them were able to see value and uses like you have and found even more after they used the resource for a couple of weeks. *Feel, Felt, Found method.*

Buyer: Well, I'm glad to hear I'm not the only one, but \$2500 is still a lot of money. *Objection – Money.*

Seller: Yes it is, but not when you consider what you are getting with it. *Acknowledge Objection.* By providing you with the exact resources, and tools you need to stay on top of and implement the changes in HR rules, laws and regulations, HRInsider saves you hours of time and allows you to focus on your other tasks. *FAB.* In essence, it saves the company money by allowing you to utilize the hours you work during the day more effectively. *Compensation method.*

Buyer: Ok, that makes sense, just give me a few days to think about it. *Objection – Stalling.*

Seller: That's not a problem, but I have often found that it takes information and not time to make a decision. What information do you need to help make a decision today? *Indirect denial method.*

Buyer: Well, I was hoping to look and see how HRInsider would answer more complicated questions. I didn't see anyway to and that is important to me. *Objection – Product.*

Seller: My apologies for not showing you earlier, but we actually have a feature called “Ask the Expert”. *Acknowledge Objection.* This feature allows you get in direct contact via email with our network of HR legal experts and HR professionals. They are able to answer any question you have within 24 to 48 hours with a complete answer and solution to any issue you may have. *Direct Denial Method.* Does that help benefit you in the way you hoped? *Trial close.*

Buyer: Absolutely, I think this would really help me here.

Seller: That is great to hear. I am able to offer an additional 10% discount for you if you would like a 2 year membership. Would you like me to process your membership as 1 or 2 years? *Closing – Alternative-Choice.*

Buyer: I'm not sure that I would want to get all 5 users quite yet.

Seller: 5 users gets you the best value overall. A 1 year membership for 1 user is \$997. 5 users at that rate would normally be just under \$5000. You will be getting a 2 year membership for less than that. It will be only \$4500. We also offer a 100% money back guarantee for any reason you may have for

cancelling. Even though I have never had to use it, I wanted to let you know that there is zero risk on using up your budget. Our company only helps utilize your budget. Would you say that is a fair offer?

Closing – Negotiation.

Buyer: Yes, I'll take a membership for 2 years.

Seller: I will process your membership right away and I appreciate the time you took today to speak with me.