

# Filtration Selling Skills



Graver Technologies

# GET EXCITED ABOUT SELLING FILTERS!

LPF

WHO AM I AND WHAT QUALIFIES ME AS A FILTER SALESMAN?

THIS IS AN OPEN FORUM, LET'S SHARE ANY INFORMATION

WHY SELL FILTERS?

- Filters are a repeat sale
  - Sell the housing or not
- Filters are a technical sale
  - You can and should be the expert



# GET EXCITED ABOUT SELLING FILTERS!

# LPF

Build your expertise beyond your brochure  
and your price list.

Become an expert in the industry or applications you cover. You need to know where your prospect or customer uses your product and services to build their business and make a profit.

# GET EXCITED ABOUT SELLING FILTERS!

**LPF**

Filters are necessary in most manufacturing facilities

- Air
- Gases
- Liquids

Fluids are not getting any cleaner

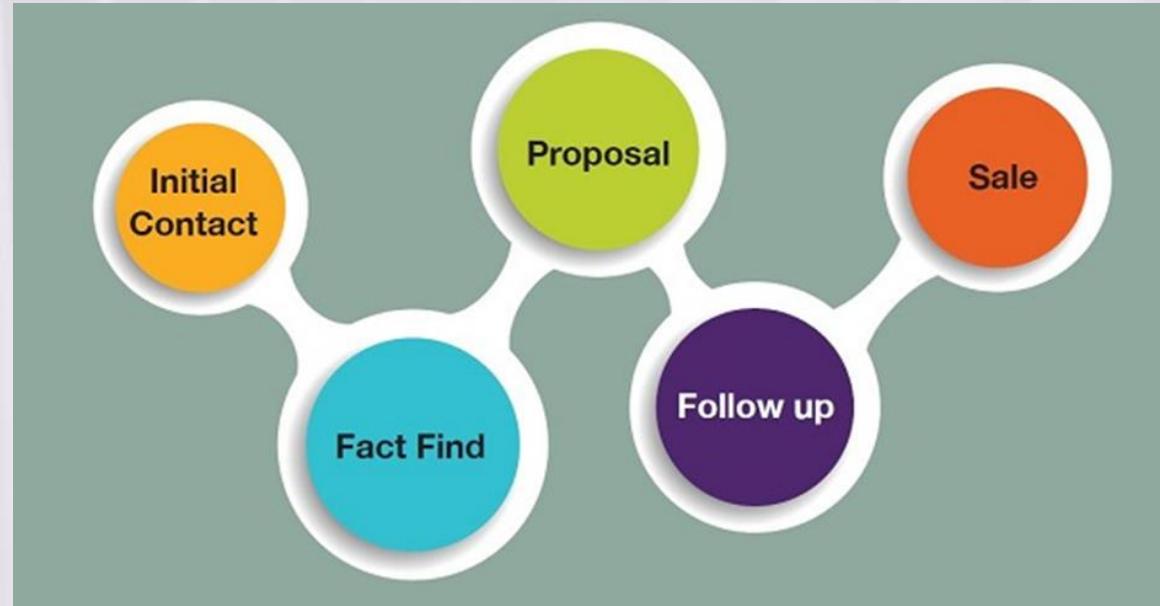
- Water
- Chemicals

### Price vs. Value

#### **Stop thinking of your product as a commodity.**

- If you tell yourself that you are selling a commodity, you are doomed to selling price.
- It's all about the relationship.
- It's all about the perceived value.
- Not everybody buys "value." 30-40% will buy on price, look for the 60-70% who will buy value if you provide it.

# Sales Challenges



## The Sales Process

# The Sales Outline

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# Leads

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- Graver generated leads
  - SEO -Internet
- Cold calls
- Referrals
- Trade shows
  - Graver national trade shows
  - Co-op local trade shows
- E-mailings
- Manufacturers directories
  - Complete and detailed information
- Current accounts
  - Maximizing sales at existing accounts
- Dead accounts
  - Utilize old account lists from years past



**AND**

**Social Media**



# Target Accounts: Where to Go

LPF

## Beverage Industry

- Bottled water
- Soft drink bottlers
- Juice makers
- Wine makers
- Beer brewers
- Specialty drink makers
- Distilled Spirits



# Target Accounts: Where to Go

LPF

## Food Plants

- Vegetable and fruit processors
- Meat Processors
- Enzyme processors
- Various food plants
- Extracts
  - CBD
  - Flavorings



## Electronics

- Pre-RO
- Final filters
- Wastewater reclaim
- Chemicals
- CMP slurries
- Compressed air and gases



# Target Accounts: Where to Go

**LPF**

## **Power Plants**

- Pre-RO for boiler feed
- Cooling water loops
- Wastewater reclaim

## **Mining & Drilling**

- Gold and copper fluid re-use, Pre-RO

## **Pharmaceutical manufacturing**

- Water system pre-filters
- Product filtration
- Active Ingredients





# Target Accounts: Where to Go

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## General Industrial

- Plating
- Automotive
- Paints & Coatings
- Pulp and paper
- Bulk Chemicals
- Inks
- Refining/Oil and gas
- Injection Wells



# Target Accounts: Where to Go

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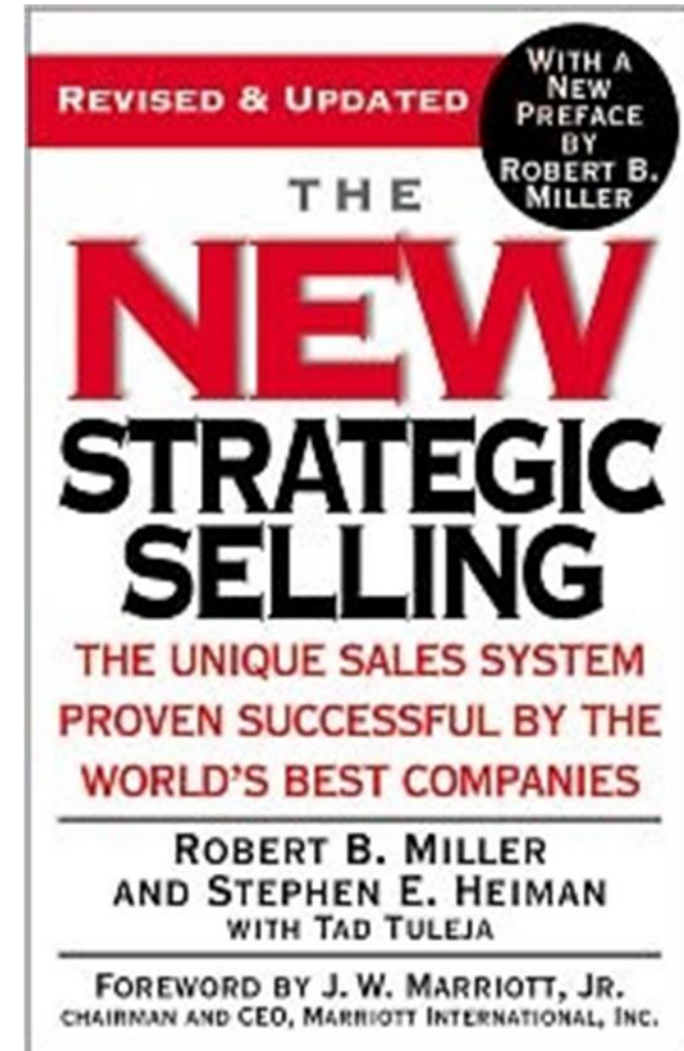
Smaller accounts add up and may be easier  
to land than large high-profile accounts

**They all add up!**



### The New Strategic Selling

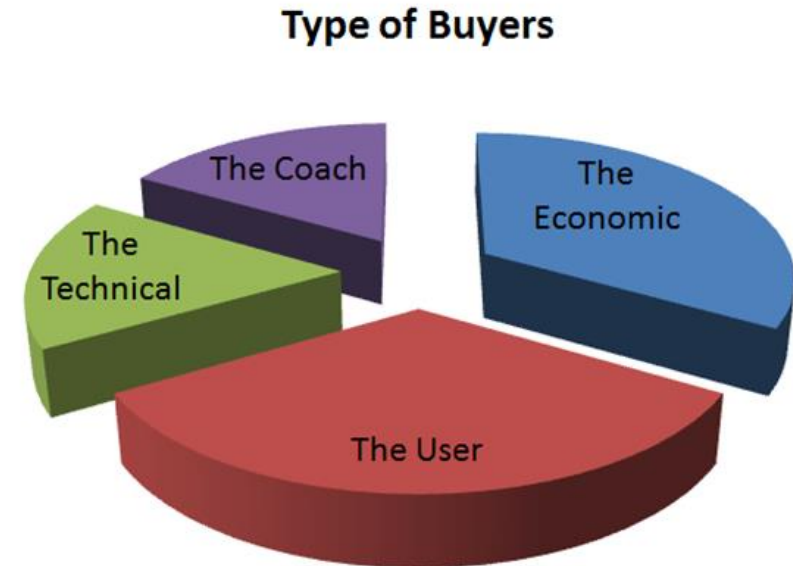
- How to identify the four real decision makers in every corporate labyrinth
- How to prevent sabotage by an internal deal-killer
- How to make a senior executive eager to see you \*
- How to avoid closing business that you'll later regret
- How to manage a territory to provide steady, not "boom and bust," revenue
- How to avoid the single most common error when dealing with the competition.



# People To See

LPF

- Purchasing agent (Economic Buyer)
  - Possible gatekeeper
  - Not the “decider”
- Manufacturing (User Buyer)
- Engineering (Technical Buyer)
- Maintenance (User, Technical Buyer)
- Some or all of the above could be inter-related





# People To See

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## People and Companies Change

- People change jobs within a company
- People leave the company, retire
- Management and philosophies change
- Stick with a business relationship to the new company

*.....In other words keep after it*



## The reasons you can't get appointments

- The guy won't appoint me.
- I can't get through to the decision maker.
  - He won't commit to an appointment.
    - She won't return my call.
- He has rescheduled me three times in two weeks.
  - He didn't show for his appointment.

**Those aren't real reasons. Those are symptoms or wake-up calls to the fact your fundamental sales skills are lacking.**

*You couldn't sell them on "yes"– they sold you on "no."*

### **Engage – the heart of the appoint process is the engagement.**

- Ask compelling and engaging questions.
  - “ Who is in charge of keeping your drink so crystal clear?”
- Ask the prospect what they think.
  - And tell the prospect how they win meeting with you. Do not save the prospect money – earn the prospect profit.
- Start higher on the decision-making chain than you dare.
- Talk profit and productivity – NOT saving money–talk ideas & opportunities.

### **Approach – Gain Rapport With Buying Influence**

- Tune the world out and your prospect in.
- Put them at ease and make them feel important.
- Get them talking about themselves. 80/20.
- Hold eye contact and listen to how they feel.
- Study the environment
- “Where Trust and Rapport are High, Selling Pressure is Low”

### **Personality Types – Match energy level – don’t analyze – be aware**

- Doers – respect their time – let’s do it.
- Controllers – wrestling match
- Planner-plodders – need more info – engineers
- Talkers – time wasters

### **Identify Wants or Needs**

- Get back to see the application, look for other applications.
- Ask open ended indirect questions that draw out wants or needs.
- Listen to and paraphrase each point – write them down.
- Identify the dominant wants or needs – get their agreement.
- Assure them that you want to help them select the right product.
- Ask to see the current product.
- Never begin selling, telling or demonstrating until your prospect admits a need or desire.

***Listen people into buying, rather than trying to talk them into buying.***

### **Show how your product will answer prospects wants or needs.**

- Repeat their dominant wants or needs.
- Demonstrate the product or service that will answer these. The most important words to use with any prospect are THEIR buzzwords.
- Avoid talking about price. Make it secondary to finding out what best fills their needs.
- Ask them for their reactions, feelings or opinions.



### **Validate – Prove that your product will answer the prospects wants or needs.**

- Translate product features into customer benefits.
- Five words WTMTY.
- Justify price and emphasize value.
- Offer proof of benefit and satisfied users.
- For performance validation use Graver's expertise and tools:
  - Particle size analysis
  - Water testing
  - Flow decay testing
  - Filterability testing
  - Competitive filter characterization
  - In house and field experts "Guru"
  - Filter sample program. Only give the samples if you are there to help install them
- Reassure and reinforce prospects to neutralize fear of buying.
- Tip – no overkill, and no absolute statements.



# The Sales Call: Negotiate

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## Work Out Problems That Keep Prospects From Buying

- Ask – is there anything that is preventing you from buying now?
- Welcome objections. Let prospects know that you understand how they feel. Feel-Felt-Found, be cautious about using this on a professional buyer.
- Identify specific objections – get agreement that these are the only ones.
- Shift the focus from the problem to finding a solution – ask the prospect's opinions for best solution.
- Never argue!!



# The Sales Call: Close

LPF

## **Exchange what you're selling for the prospect's money.**

- Ask trial closing questions to get opinions and response.
- Give positive reinforcement.
- Restate how benefits will outweigh the costs.
- Ask them to buy now – hold eye contact and wait for their answer.
- Expect a yes.



# The Sales Call: Final Thoughts

LPF

- ✓ Find out where you are with your customers and begin at that point.
- ✓ Always accomplish one step before going to the next one.
- ✓ Don't jump to a step before completing the ones before it.
- ✓ Repeat for multiple buying influences and can be different for each one.
- ✓ Avoid talking about price ....Concentrate on finding best fit for their needs...The right time to talk about the price is when you think your prospect will see that the value exceeds the price. When you present the price: look into their eyes, say the price/cost as though it were worth 10x what you're asking and translate price into value (comparison frame, ROI, show savings, mention good feeling re owning the product/service).
- ✓ Integrity is Key.



# The Sales Call: Final Thoughts

**LPF**

## **LEARN TO LISTEN**

- ✓ Listen to understand, not to respond.
- ✓ Be quiet.
- ✓ Let them finish their thoughts.
- ✓ Maintain eye contact.
- ✓ Ask questions to ensure that you understand.

## **Build relationships with your customers and look for roadblocks**

- ✓ Answer all outstanding questions – Ninja
- ✓ Get to know all of the buying influences in the account

## **Get in front of them without being a pest**

- ✓ Testing
- ✓ New information
- ✓ New products
- ✓ Golf/free lunch

# Sales Challenges



## Handling Objections

**“Before you can overcome an objection and make a sale, you have to get down to the **true** objection.”**

*Jeffery Gittomer*



### **Objection: “I want to think about it.”**

- This is a stall. True objection was not uncovered, Validation was completed?
- Doesn't have the money.
- Can't decide on his own.
- Wants to shop around.
- Doesn't need your products now.
- Has a friend in the business.
- Knows he can buy it cheaper elsewhere.
- Doesn't have trust or confidence in your company.
- Doesn't like your product.
- Doesn't like you.
- Doesn't trust or have confidence in you.
- Other 50% of the time he will buy.

### **Objection: “All filter specifications come from corporate HQ.”**

- Should have been caught during the Interview step.
- Buying influences not identified, wrong person, use Selling Skills to find decision maker: technical buyer.
- Can't decide on her own.
- Did not impress enough for him to be your advocate.
- Doesn't need your products now.
- Doesn't have trust or confidence in your company.
- Not willing to make an effort.
- Who is the decision maker at HQ? Do they come here?
- They have no autonomy, merely a caretaker? Not likely if they took the meeting.
- Not a problem solver?



## **Objection– “I want to compare.”**

- Go back to Demonstrate and Validate
- Be like Progressive, you do it for them.
- “I know your time is valuable, I would be glad to do a comparison for you.”
- Ask for his criteria, then offer some of your own (strengths).
- A chart that compares your products, services and prices with your competition, can get you prospect to buy now instead of look around.

### **Objection- “I want to buy but your price is too high”**

- Find out what the prospect actually means.
- Prove affordability: what is the cost of current path?
- Challenge: “What can you afford?”
- Get a feel for the difference: “How much ‘too high’ is it?”
- Be creative
  - Change terms
  - Compare price to cost
  - Offer a discount
- “I want to buy today, show me a way.”

### **Objection- “I’m satisfied with my current vendor”**

- Price or great deal (perceived value)
- Quality of product/service.
- Has a special business relationship.
- Has a personal relationship.
- Has used this supplier for years.
- Doesn’t know any better.
- Helped me when I needed it.
- Great service (friendly, immediate).
- In stock-immediate delivery.
- Personalized service/does favors.
- Dictated by someone else.
- Is lazy, not her money, doesn’t want to change.

**Find out which of the 12 applies to your situation before you overcome this objection... or you are wasting your time.**

### Work

- Get information about the present vendor.
- Show a difference
- Give us a try.
- Issue a challenge
- Give an experience response
- Question the selection process (not the selection)

### Approach

- ✓ What do you like, would you change...
- ✓ New technology we have...
- ✓ Trial to prove ourselves
- ✓ Maybe a complacent supplier...
- ✓ Back-up plan route...
- ✓ What standards do you judge vendors by? Future thinking.

## **Your attitude will determine your altitude**

- Have you been around a positive person for a period of time
- Have you been around a negative person for a period of time
- Be that positive person

## **It is a numbers game**

- The more you throw against the wall.....

## **Zig's 5 Keys**

### **Transfer your excitement to your customer/potential customer**

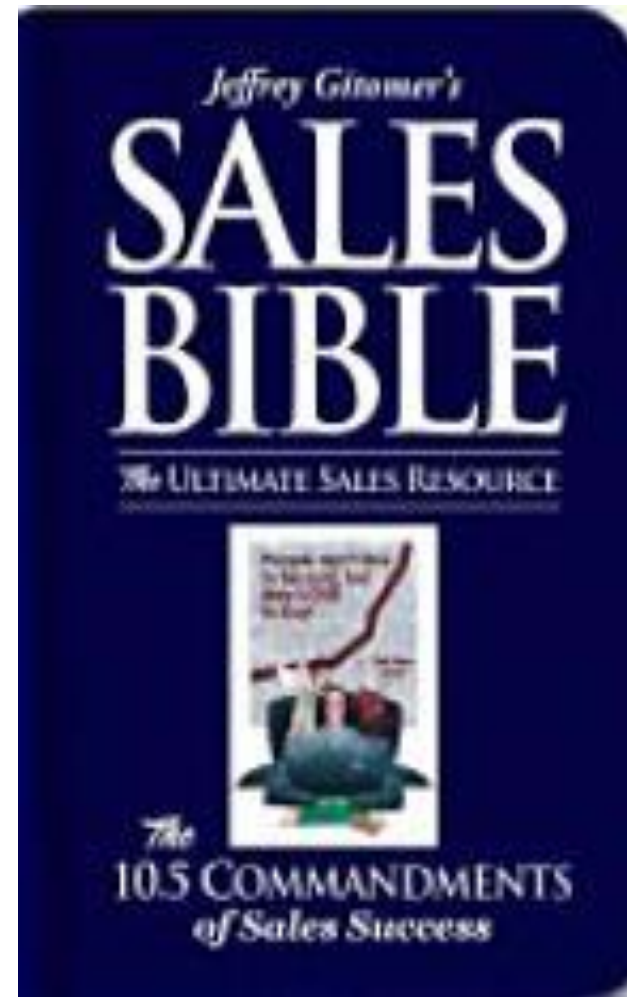
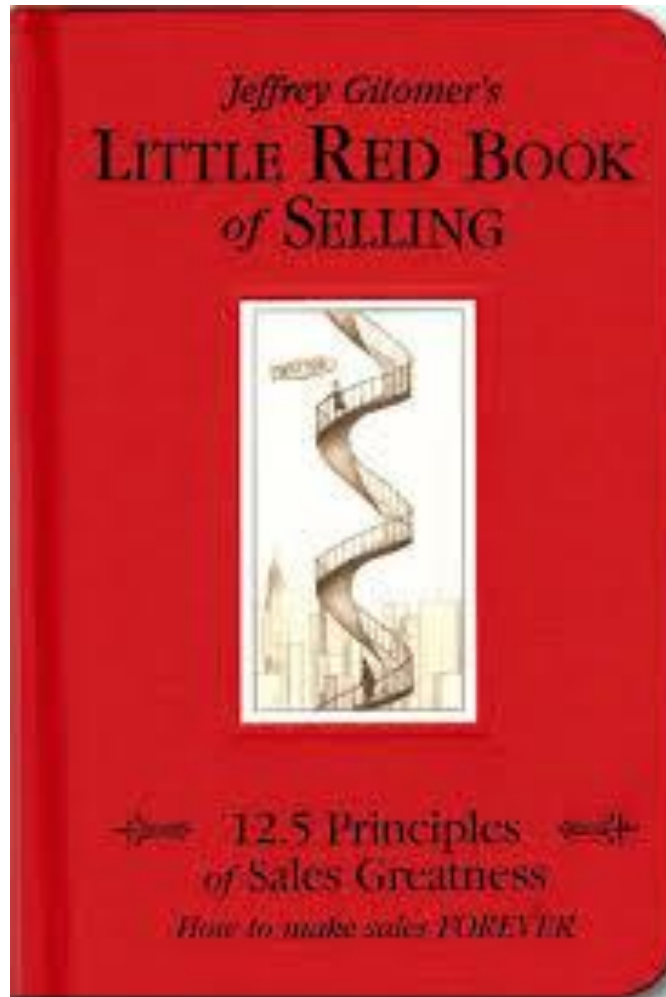
- Give the potential customer a reason to buy from you

### **Never lose your sense of humor**

### **Be persistent**

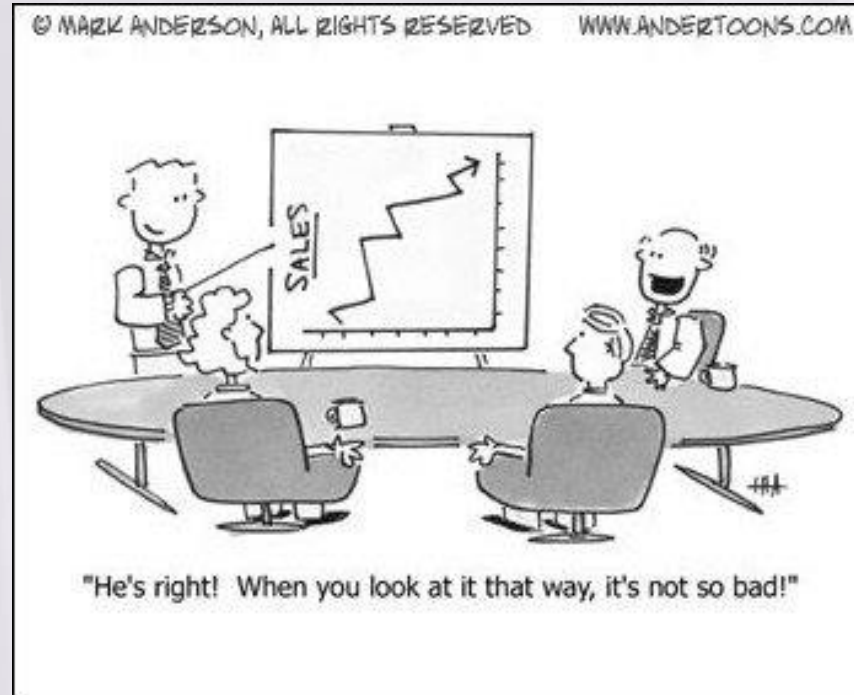
# Recommended Reading

LPF



You were born  
to win, but to  
be a winner,  
you must plan  
to win, prepare  
to win, and  
expect to win.

Zig Ziglar



Questions