

Door to Door Sales Principles



Sales Principles

- Sales is about achieving a balance between making money and customer satisfaction.
- Primarily though, it is about making money.
- The more you sell, the more you earn.
- The better you are at sales, the more successful you will be in life in general!
- Why?
- Meet David Ogilvy!



Making money

- You can set goals in this job role to earn money.
- How much do you want to earn?
- Write down now how much you want to earn per week.
- How are you going to do this?



Make a Plan

- Decide now how you are going to achieve this goal.
- What days and hours are you going to work?
- What approach will you take to your role?
- How are you going to develop the necessary skills and attributes to succeed?



Work-Time Contract

- As in employment, we want you to contract to work a given number of days and a given number of hours (and times).
- This will be signed by you and will form part of the Agreement with us.
- If you are not working, you must let me know.
- It will help you to achieve your target income.



Sales Principles

Here are some time honoured sales principles:

- The harder you work, the more you will get paid.
- Persistence pays off.
- Be resilient in the face of opposition.
- Sales is all about psychology and changing psychology – the customer's and yours.
- Great sales people “grow” rather than being born great.



The Psychology of Door to Door Sales

Two sets of psychology are in operation in door to door sales:

Yours

The Customer's



The Psychology of Door to Door Sales

Your Psychology:

This refers to what you are thinking, what your beliefs are, your attitude and how you will approach the job in hand.

Write down the answers to the following questions:

1. What is my current attitude to sales?
2. What is my current attitude to door to door sales?
3. What is my current attitude to this job role as a Domestic Insulation Surveyor?



The Psychology of Door to Door Sales

What are some of the things that will influence your psychology or thinking about door to door sales?

- Friends and family
- Rejection
- The customer
- You – negative attitude, lack of belief, lack of confidence
- The weather
- Lack of success
- The media



The truth about door to door salespeople!

- Most are honest hardworking people.
- Most have a genuine reason to be there.
- Most represent legitimate companies and organisations e.g.
 - Market Research
 - The Census
 - Energy Providers
 - SKY T.V. and Virgin Media
 - Charities e.g. RSPCC, RSPB, Oxfam



Dispel your negative ideas

- Train yourself to overcome your negative attitudes and ideas towards door to door sales.
- Do not convince yourself that it is a waste of time.
- That everybody has it already.
- That areas have been knocked too many times already.
- That it's impossible to sell things door to door.
- That people aren't interested in you or your product.
- That you can't earn good money in this job role.
- That you can't work more than a certain number of hours a day.
- That you can't be successful.



Dispel your negative ideas

- All of that is untrue!
- Focus on what is true about this job role.
- You are NOT wasting your time.
- NOT everybody has it – lots of people still don't – find the right areas!
- Areas have NOT been knocked too many times already – you will always pick up sales.
- People ARE interested in making their homes more energy efficient, especially for free.
- You can sell anything door to door if you work hard enough.
- You will ALWAYS get sales if you work your patch consistently for a set number of contracted hours every day.



Plan your day

- Plan which areas you will go to.
- Make sure you have all your tools and everything you need.
- Plan your day i.e. start and finish times and time for lunch.
- Work those hours and your plan.
- Focus on achieving those results in the time you have.
- The harder you work, the quicker the time will pass.



The Customer's Psychology

- What is the psychology of the customer when you knock on his door?
 - Fear
 - Uncertainty
 - Annoyance
 - Disbelief
 - Distrust
 - Anger
 - Apprehension

Ultimately – the customer wants you off his doorstep in as short a time as possible.



The Customer's Psychology

- This influences his immediate response to you.
- He might say:
 - “It’s okay – I’m not interested”
 - “Don’t buy on the door”
 - “It’s already insulated”
 - “It’s rented”
 - “Need to speak to my partner”
 - “I’m too busy right now”
 - “You are always round you insulation people”
 - “This house can’t be done”



The Customer's Psychology

- These are just objections designed to get rid of you.
- The secret is to understand that it is just an objection.
- Each and every objection can be overcome by saying and/or doing the right things.
- They are not rejecting you, it is just a psychological reaction.
- Stay calm and try and overcome them one at a time.
- You may have to overcome several objections before they will let you complete a survey.
- Be persistent and give logical, polite solutions to these objections.
- Ease them into a survey.



Overcoming Objections

- What would you say to these initial objections?
 - “It’s okay – I’m not interested”
 - “Don’t buy on the door”
 - “It’s already insulated”
 - “It’s rented”
 - “Need to speak to my partner”
 - “I’m too busy right now”
 - “You are always round you insulation people”
 - “This house can’t be done”
 - “Nothing is free in this life”



Move towards the survey

- Once you have overcome these objections, get back into your pitch.
- Do not dwell on the objection.
- Begin on your pitch as the point where you explain why they have to have a survey completed.



The Pitch

Broke down into 4 phases.

1. Introduction
2. Funding, Social Proof, Eligibility
3. Survey requirement & overview (“the hook”)
4. Move into the Survey with questions (i.e. close)

You may have to overcome objections at any point in the pitch. If you do:

Stop your pitch – overcome the objection – then get back into your pitch where you left off.

Continue to move towards the ultimate goal of a survey.



The Pitch

- You can substitute your own building blocks into the pitch.
- Sometimes I vary it depending on the customer.
- But you must retain the basic structure:
- Intro; Elements; Introduce Survey; Move into Survey



Introduction

>> Break Ice

“Hi, my name is _____”

“I am a Domestic Insulation Surveyor.”

- Show your badge.
- Smile.



Funding

“We are going to every house on the street, because there has been new funding released that means that people are now eligible for free cavity wall and loft insulation.”

“It is new funding, and also a new way of insulating the property that is designed specifically for houses like yours.”



Social Proof

“Several of your neighbours are having their houses insulated by us and so we wanted to make you aware that you could have yours done for free too.”



Eligibility

“You could be eligible too to have the work done and to get the free funding.”



Survey Requirement (the hook)

“**BUT**, we still have to perform a survey on the house to get the depth of the cavity and to confirm your eligibility for the funding.”

“The survey is free and is all done outside.”

“I just need to inspect the cavity to check that is okay to be insulated and I do that by drilling a small hole through the mortar and then I’ll inspect the depth.”

“Then I just need to take some pictures, measure the size and get some details off you.”

“Then we’ll be able to confirm that everything is okay to be done.”



Move into Survey

“Are you the owner of the property?”

- Do you have any damp any where?”
- >>>START SURVEY <<<
- Assume the Survey & begin.

