



Basic Salesmanship and the EHS&S Professional

Presented by;

Tom R. Evans MS, CHMM

September 16, 2013



As EHSS Professionals & Managers... What do we need to be successful?



- Ambition
- Solid technical & business skills
- Operational - environmental understanding
- Ability to work well with others
- Ability to get others to act (or do) the way we want them to (influence)

Within our organizations, what do we compete for?

- Time with management (to present our ideas/needs)
- Time with key staff (to learn operations & to present our ideas/needs)
- Resources (\$\$ to implement, learn, improve, get assistance)

All of these things require “selling” on some level!

What are we selling?



- Our Ideas
- Our EHSS Programs
- Our Promises
- Ourselves – “Confidence in our Competence”

EHSS program success requires management (or worker) “Buy-in”.

What does this imply? If there is “*Buying*” happening (or not), someone must be “*Selling*” (or not)

Is it fair to say, that more effective selling will increase buy-in? Hence, increase program success? I say; YES!

Traditional Sales



- Who is the typical sales person?
 - Some sort of formal sales training and/or experience
 - Generally sell goods or services – in exchange for \$\$
 - Rehearsed sale presentation and packaging
 - Numbers expectations; Sales goals – financial pressure to sell
 - Negative Paradigms – Stereotypes
 - Can elicit defensive response
 - Rarely (if ever) break character



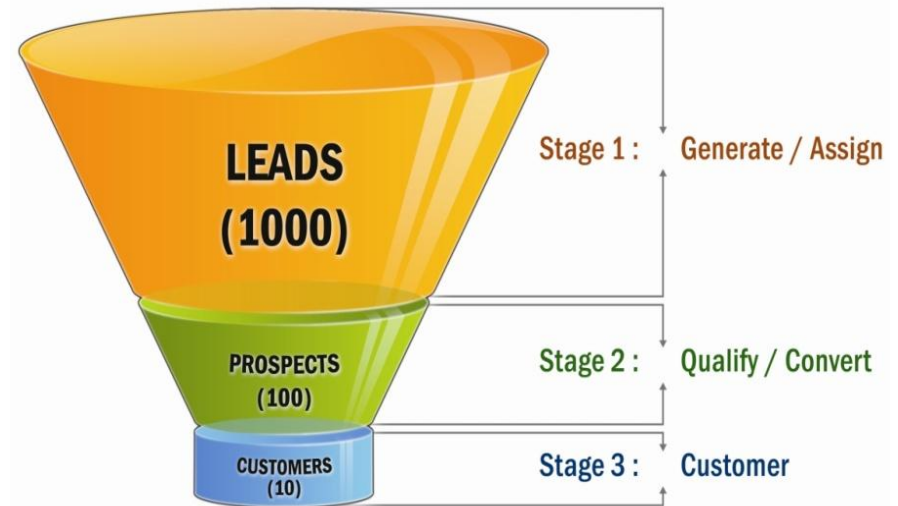
Basic Sales Model (variation)



Basic Sales Philosophy



- Lead Generation to Sales Conversion
- Collect Leads
- Qualify Leads
- Make the “Pitch”
- Close the Deal
- It’s a “Numbers Game”
 - More Leads = More Contacts = More Appointments = More Sale Pitches = More Deals Closed, etc...



Non-Sales Selling (for EHSS Professionals)



- Not traditional products, goods, or services. **No exchange of \$\$**
- **Convincing, Persuading, and/or Influencing** - “Moving Others” – *To Sell is Human*, by Daniel Pink
 - 1 of 9 working people in US are in traditional sales role. Of the other 8, 40% of their (our) time spent “moving ” others
 - “Moving” others into;
 - **Mindset, to see things the way we see them**
 - **To form partnerships**
 - **To create productive dialog**
 - **To get them to do what we want them to do**
 - **To give us their cooperation and trust**
 - **To give us their time**
 - **To give us their resources**

Basic Sales Skills for Non-sales Selling

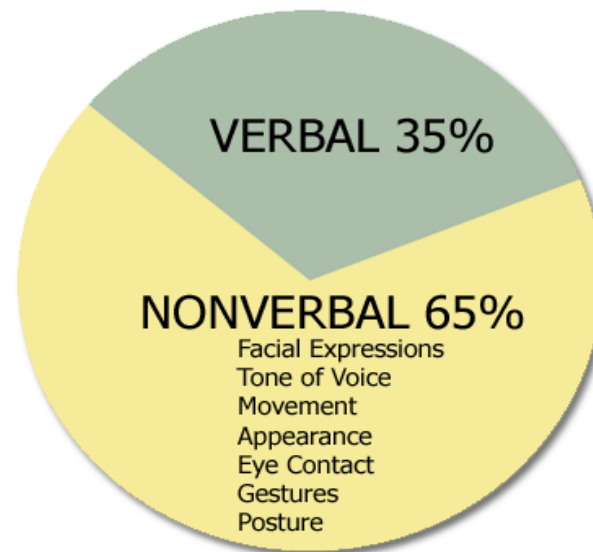


- How do we differ from traditional sales people?
 - Generally, EHSS professionals do not have formal sales training
 - May have negative salesperson paradigms
 - We have technical education, experience
 - We deal in facts, statistics, risk
 - We “sell” intangibles (ideas, promises, concepts, partnerships, etc...)
 - We seek continuous – long term relationships with our clients (workers)
- Non-sales selling is still selling!
- A basic understanding of the traditional sales process can assist EHSS Professionals in developing their own “non-sales”, selling style
- Make you a more productive and efficient EHSS professional



Establishing Rapport

- Do your research
- Getting to know your prospective buyer (client)
- Prequalification
- Make a good first impression
- Effective communication techniques
 - Open ended questions
 - Mirroring
 - Non-verbal queues
 - Timing
- Listening; Shut up and Sell
 - The other person will tell you what you need to know



Identifying the Decision Makers

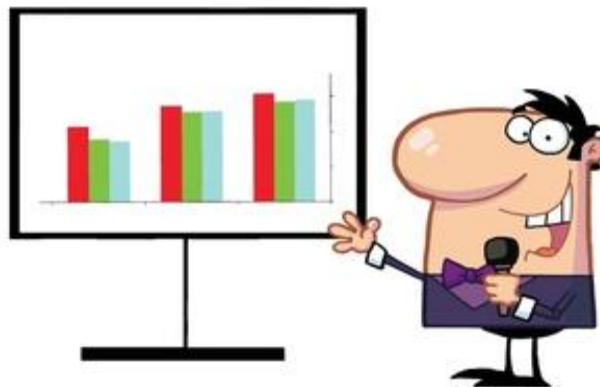
- Who really makes the decisions
- You can't sell to the one without the authority to make the buying decision
- Getting around the gatekeepers
- In-person, "face to face" visits
- Ask who makes these decisions. Invite, or ask to meet with them.
- *"Who makes these types of decisions in your organization?" "Will your boss be available for our meeting?"*



Product Demonstration “The Pitch”



- It is extremely important that you know your product – confident, accurate, & honest
- Do your research
- Anticipate likely questions
- Have prepared statistics, charts, visuals aids
- Have referrals and real life success stories to share
- Often a multi-step process
- Remember this is not just a “visit” it’s purpose is to Close The Deal



Overcoming Objections



- Learn what are the barriers to making the sale?
 - Cost, product features, competitors, timing
- “Feel, Felt, Found” techniques
- Ask probing & open ended questions...Listen carefully to the answers!
 - *“What do like about the product?” “What do you need?”*
 - The buyer will tell you what it takes
 - You will find out if this is the real decision-maker
 - Are you wasting your time?
- When all barriers have been removed a sale is imminent
- If all barriers seem to have been removed and a sale is still not happening...what to do?
 - You did not uncover all of the objectives...keep working!
- If there appears to be no barriers...Ask for the Deal!



Negotiation

- Recognize that negotiation is an essential part of the process
- Negotiation occurs in nearly non-retail sales transactions
- If the buyer seems ready to buy, go straight for the deal
- Often asking for the sale begins the negotiation process
- Negotiation rarely leads to a sale when one (or both) do not negotiate in “Good Faith”
- Both parties should remove the idea of “Beating” the other...”Winning” is reaching a deal when parties are satisfied

- Key Points for the EHSS Professional:
 - Negotiations are critical in non-selling situations
 - Look for, and recognize when you have entered negotiations
 - Can be challenging when life safe safety is part of the discussion



Closing the Deal

- The most important step!
- How do you recognize when it's time to "Close the Deal"?
 - Obvious barriers have been removed
 - Prospective buyer is agreeing with you
 - Non-verbal queues; nodding head, smiling, helping you sell the features
- *"Are you ready to commit today?" "When can we get started?" "Can we start the paperwork?" "Good, so do we have a deal?"*
- Don't be afraid to ask for the sale
- Always close for something...another meeting, a follow up date, etc...
- If an agreement failed to materialize, evaluate each step and your performance
- Be careful of false promises – agreement to get you to go away

Maintenance Selling (reselling to the same people or group)



- Maintenance selling is very important in “selling” ideas and programs to internal customers
- Conditions, people, and organizational structure will change...Time to resell
- An idea can become irrelevant and programs may need updating
- Check on your agreements, be aware and look for the signs a resell is in order
- Ensure that your “clients” are still feeling fulfilled by the agreement
- Watch for others that are also “selling” - Competition



Benefits and Pitfalls

- Dialog vs. Debate – Be perceived as easy to work with
 - Partnering vs. Patrolling – Your clients should not avoid contact with you
 - You will have the resources for success
 - Your programs will succeed
 - You will have control over your success
 - Shared success; Nobody succeeds in EHSS alone!
-
- Be careful not to be the negative stereo-type; Pushy, inconsiderate
 - Some real EHSS concerns require immediate action; these are not non-sales opportunities

Tips

- Try to be the EHSS person that “gives”, rather than “takes”.
- The process gets easier as “your clients” get used to “receiving”
- Practice, recognizing where you are in the process (the Steps) will help you stay on track
- Remember the Steps; try not to fall into reverting to your “step strength”
- Read, watch, and study sales and negotiating technique
- Some agreements fail to materialize at first...don't be afraid of “no”
- Remember; You're always setting up for the next deal



Thank You!

