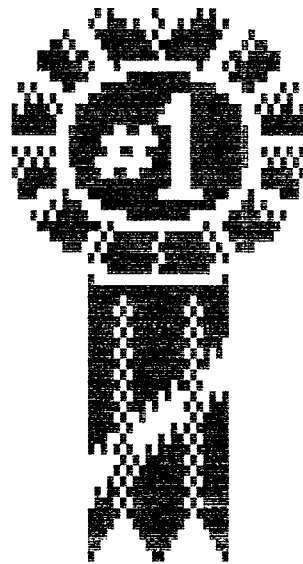


SELLING COMMANDERS



**IN A
COMPETITIVE
MARKET**

COMMANDERS

SELLING PROCESS

This paper is written to provide guidelines to those selling Commander systems with particular emphasis on what to do when coming accross competition - however the process applies to any product, not just Commanders.

CRITICAL STEPS IN THE TELECOM SELLING PHILOSOPHY

- . Develop strong customer relationships.
- . Look at the customers' total business and offer a Total Communications Solution package to improve the business.
- . Highlight the advantages Telecom has.
 - Excellent after sales service plus 12678 number for reporting faults.
 - Highly trained and experienced technical staff
 - Free initial customer training at their premises (or ours)
 - Free technical consultancy (where applicable)
 - Length of time Telecom has been selling Commanders
 - Ability to provide Total Communications Solutions.
- . Know the competitors product(s).

ESSENTIAL SELLING STEPS

- Know your product
- Present yourself on time and professionally
- Ask fact finding questions - open and closed questions as appropriate.
- Find out as much as you can about the business Listen carefully to the information supplied and respond accordingly.- Keep a profile on the customer.
- Look to see how you can improve the business. Offer suggestions which incorporate other Telecom products, eg, Telemagic, 008, Faxstream, Teletex, Data Services.
- Whenever possible, provide the Telecom offer packaged as a 'Total Communications Solution' for the business.
- As part of your fact finding, find out how the telephone system is to be used and note this along with the features which the customer believes are important to their business

- Cost justify your solution whenever possible.
- Close (you won't get the order if you don't ask).
- If you MUST give a written quote, make sure it is done "professionally".

- If the customer uses a "postponement objection" then you should ask :-

"Do you need any other information before making your decision ? "

You may find that the customer is comparing your quote with that of a competitor. If so you need to follow these steps -

BEATING THE COMPETITION

Make sure the customer is comparing 'APPLES with APPLES' regarding both Price and Product.

- PRICE - Some competitors will not include all charges which are applicable or will not have provided a Total Communications Solution. You need to sort through this with the customer and highlight them where necessary.
- Highlight the advantages Telecom offers.
 - . Excellent after sales service plus 12678 number for reporting faults.
 - . Highly trained and experienced technical staff
 - . Free initial customer training at their premises (or ours)
 - . Free technical consultancy (where applicable)
 - . Length of time we have been selling Commanders.
 - . Ability to provide Total Communications Solutions
- PRODUCT - Research the competitors product. Check which of the critical features it doesn't provide. Also find out any problems which have been uncovered by reverse engineering.
- Compile a list of the deficiencies in the competitor product and the associated feature which the Commander has. Relate each feature to the benefit which the customer wanted.
 - When discussing with the customer the features which the Commander has against the deficiencies of the competitors product, find out what that feature (or deficiency) is worth to the customer in SAVED TIME / CALLS NOT LOST (hence more business) / ETC.
 - where you have provided an optional feature not offered by the competition, you should stress the cost to the customer.

- To add emphasis, you can prepare a chart which compares the main features which you are discussing and the \$ savings.

FEATURE	BENEFIT	BCS150	BN824	\$ SAVING
DDS	Customer wanted control	No	Optional	\$1200

REMEMBER - You will only make the sale if you FOLLOW-UP !!