

(/)

Sign In/Up (<https://www.hotel-online.com/account/login>) | Submit Content (<https://www.hotel-online.com/account/login>)

Sponsored  
by



Search

(<https://www.hotel-online.com/?>

ACT=27&ad\_id=173)

**News** ([https://www.hotel-online.com/latest\\_news](https://www.hotel-online.com/latest_news)) | **Events** (<https://www.hotel-online.com/events>) | **Video** (<https://www.hotel-online.com/videos>) | **Industry Resources** ([https://www.hotel-online.com/industry\\_resources](https://www.hotel-online.com/industry_resources))



(<https://www.hotel-online.com/?>  
ACT=27&ad\_id=341)

View The Current Newsletter  
([https://www.hotel-online.com/?ACT=27&ad\\_id=82](https://www.hotel-online.com/?ACT=27&ad_id=82))

Media Kit (<https://www.hotel-online.com/media-kit>) | **Subscribe** (<https://www.hotel-online.com/account/register>)

Hotel-Online (<https://www.hotel-online.com/>) » News ([https://www.hotel-online.com/press\\_releases](https://www.hotel-online.com/press_releases)) » THE SALES PROCESS:: Step Two ADVANCING THE SALE



## THE SALES PROCESS:: Step Two ADVANCING THE SALE

October 2, 2018 11:20am



Share



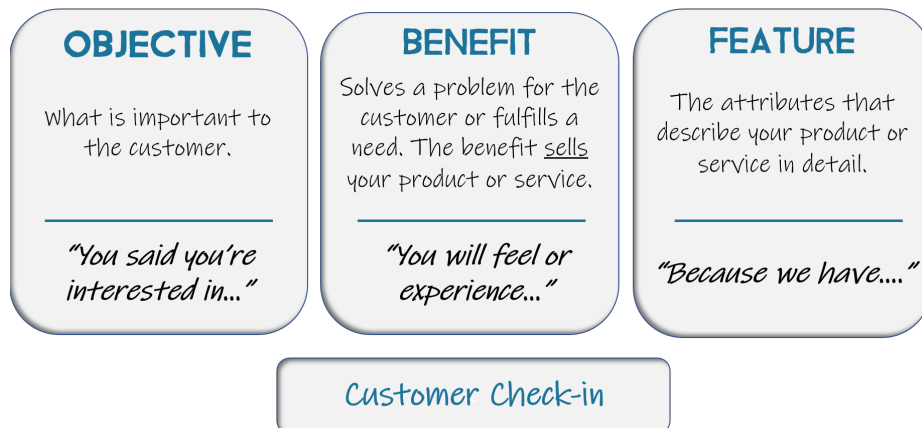
By Jana Love

Are you ready to explore the next significant step of building a successful sales conversation? Knowing the steps to take to move the call along professionally will positively enhance sales closure. Remember you can't force a sale, you need to earn the sale. And to do that, some homework prior to the call is required. Let's get started.

- **Prepare and Anticipate Your Customer** ~ Some customers know exactly what they want, while others will come to you to be educated on what you have that will interest them. The key to successfully dealing with both of these customers is being present and knowledgeable. As a sales person, knowing your product inside and out is a must, as well as having information at your fingertips, and doing all this with confidence. Another important step is assessing your customer's mood/feelings. This takes practice, but meeting the customer's emotional needs is just as important as the product you are selling. It takes some preparation to anticipate how he or she may be feeling, but this is where a part of your focus needs to be to gain trust.
- **Discovery / Qualifying** ~ Noted as the blueprint of the sale and the foundation of the sales process. This step gives you the chance to determine the basic needs of your customer. It also helps you to define which of your services and amenities are most important to sell to the customer. And what's most important, it uncovers expectations, which, when met/exceeded, will lead to customer loyalty. The last point about Discovery/Qualifying that is

misunderstood by many sales people is that it keeps the conversation efficient, streamlined, and focused. This step actually saves you time in the sales process.

- **Explore Options** ~ After thoroughly discovering and qualifying your customer's needs and wants, you now want to explore options for solving any problems that arise. Customers would rather *buy* a product than to be *sold* a product, and to do that you need to help your customer to be involved in selecting a solution that meets their buying needs. This step helps you differentiate your product and solutions from that of the competitors. When you do this step well, decisions for the customer become easier and obvious.
- **Promote Benefits and Features** ~ Understanding your customers objectives and needs, while successfully demonstrating benefit and feature selling, increases the possibility of making the sale dramatically. One of the most important rules with Benefit/Feature Selling is understanding customers do not buy features, they buy a product because those features provide benefits that fulfill that customer's objective. Take a look...



([https://www.hotel-online.com/images/press/ProSolutions\\_Step2\\_AdvancingTheSaleChart\\_10022018.png](https://www.hotel-online.com/images/press/ProSolutions_Step2_AdvancingTheSaleChart_10022018.png))

This type of selling takes a lot of practice. Our recommendation is to use the graphic above to practice. Make a list of all the features you talk about the most and attach a benefit statement to them. For example, if one of your features is "location close to downtown," your benefit statement would be, "Our location is close to downtown which will allow you to enjoy and relax at the many fine restaurants." As you perfect your skills in benefit and feature selling, always remember to check in with your customer during this step. You want to make sure you are continuing to meet the customer's objectives and that they are understanding the options/solutions you are presenting.

The last step that we will be exploring in this three step series is **Gaining the Customer's Commitment**. After mastering the first two steps, this step will be very simple and straightforward. See you next time and *practice!*

Tags: [prosolutions \(/latest\\_news/tag/prosolutions/\)](#), [sales process \(/latest\\_news/tag/sales+process/\)](#), [sales training \(/latest\\_news/tag/sales+training/\)](#), [employee training \(/latest\\_news/tag/employee+training/\)](#), [customer service \(/latest\\_news/tag/customer+service/\)](#)

---

## About ProSolutions

---



(<http://prosolutions.net/>)

ProSolutions (<http://prosolutions.net/>) is a consulting firm focusing on the hospitality industry dedicated to improving the customer experience by helping companies be the best they can be with exceptional customer service and sales processes, all supported by

smart pricing.

The company's solutions center around three areas: mystery shopping (featuring actionable recommendations with every evaluation), competitor pricing analysis (target pricing opportunities by seeing your pricing compared to your competitors), and training & certification (in-person and/or computer-based training customized to your team and needs).

For more information, please visit [www.prosolutions.net](http://www.prosolutions.net) (<http://www.prosolutions.net/>).

Contact: **Jana Love**

[katie@prosolutions.net](mailto:katie@prosolutions.net) (<mailto:katie@prosolutions.net>) / (407) 758-0263

---

## Related News

---

How Is Your Digital Space? ([https://www.hotel-online.com/press\\_releases/release/how-is-your-digital-space](https://www.hotel-online.com/press_releases/release/how-is-your-digital-space))

Limited and Select Service Hotels: 5 Ways Your Front Desk Staff Can Increase Direct Bookings and Cut Distribution Costs ([https://www.hotel-online.com/press\\_releases/release/limited-and-select-service-hotels-5-ways-your-front-desk-staff-can-increase](https://www.hotel-online.com/press_releases/release/limited-and-select-service-hotels-5-ways-your-front-desk-staff-can-increase))

Continuing Professional Development for Housekeepers ([https://www.hotel-online.com/press\\_releases/release/continuing-professional-development-for-housekeepers](https://www.hotel-online.com/press_releases/release/continuing-professional-development-for-housekeepers))

Doug Kennedy Announces Updates to Program for Front Desk Staff to Become "Certified in the Heart of Hospitality" ([https://www.hotel-online.com/press\\_releases/release/doug-kennedy-announces-updates-to-program-for-front-desk-staff-to-become-ce](https://www.hotel-online.com/press_releases/release/doug-kennedy-announces-updates-to-program-for-front-desk-staff-to-become-ce))

How Engaged Are Your Employees? ([https://www.hotel-online.com/press\\_releases/release/how-engaged-are-your-employees](https://www.hotel-online.com/press_releases/release/how-engaged-are-your-employees))

Condition Your Reservations Team so That When They Hear "Ring-Ring" They Think "Cha-Ching!" ([https://www.hotel-online.com/press\\_releases/release/condition-your-reservations-team-so-that-when-they-hear-ring-ring-they-thin](https://www.hotel-online.com/press_releases/release/condition-your-reservations-team-so-that-when-they-hear-ring-ring-they-thin))

5 Steps Great Leaders Take to Help Employees Recover After a Difficult Customer ([https://www.hotel-online.com/press\\_releases/release/5-steps-great-leaders-take-to-help-employees-recover-after-a-difficult-cust](https://www.hotel-online.com/press_releases/release/5-steps-great-leaders-take-to-help-employees-recover-after-a-difficult-cust))

Giving Thanks Isn't Just "Thank You" ([https://www.hotel-online.com/press\\_releases/release/giving-thanks-isnt-just-thank-you](https://www.hotel-online.com/press_releases/release/giving-thanks-isnt-just-thank-you))

Hospitality in the New Age ([https://www.hotel-online.com/press\\_releases/release/hospitality-in-the-new-age](https://www.hotel-online.com/press_releases/release/hospitality-in-the-new-age))

Necessary Adjustments for an Aging Frontline Team ([https://www.hotel-online.com/press\\_releases/release/necessary-adjustments-for-an-aging-frontline-team](https://www.hotel-online.com/press_releases/release/necessary-adjustments-for-an-aging-frontline-team))

Training, Maintaining & Elevating Top Hotel Revenue Management Talent ([https://www.hotel-online.com/press\\_releases/release/training-maintaining-elevating-top-hotel-revenue-management-talent](https://www.hotel-online.com/press_releases/release/training-maintaining-elevating-top-hotel-revenue-management-talent))

THE SALES PROCESS: Step Three GAINING COMMITMENT ([https://www.hotel-online.com/press\\_releases/release/the-sales-process-step-three-gaining-commitment](https://www.hotel-online.com/press_releases/release/the-sales-process-step-three-gaining-commitment))

Sense of Place Has a Human Side ([https://www.hotel-online.com/press\\_releases/release/sense-of-place-has-a-human-side](https://www.hotel-online.com/press_releases/release/sense-of-place-has-a-human-side))

What Four Things Impact First Impressions? ([https://www.hotel-online.com/press\\_releases/release/what-four-things-impact-first-impressions](https://www.hotel-online.com/press_releases/release/what-four-things-impact-first-impressions))

The Profession of Hospitality: Enough With Elites, Welcome Entrepreneurs! ([https://www.hotel-online.com/press\\_releases/release/the-profession-of-hospitality-enough-with-elites-welcome-entrepreneurs](https://www.hotel-online.com/press_releases/release/the-profession-of-hospitality-enough-with-elites-welcome-entrepreneurs))

THE SALES PROCESS: Step One THE OPENING ([https://www.hotel-online.com/press\\_releases/release/the-sales-process-step-one-the-opening](https://www.hotel-online.com/press_releases/release/the-sales-process-step-one-the-opening))

Ongoing Training Is the New Normal ([https://www.hotel-online.com/press\\_releases/release/ongoing-training-is-the-new-normal](https://www.hotel-online.com/press_releases/release/ongoing-training-is-the-new-normal))

Loyalty Begins With a Smile ([https://www.hotel-online.com/press\\_releases/release/loyalty-begins-with-a-smile](https://www.hotel-online.com/press_releases/release/loyalty-begins-with-a-smile))

5 Customer Service & Sales Steps to Success ([https://www.hotel-online.com/press\\_releases/release/5-customer-service-sales-steps-to-success](https://www.hotel-online.com/press_releases/release/5-customer-service-sales-steps-to-success))

Don't Blame Me. I Just Work Here ([https://www.hotel-online.com/press\\_releases/release/dont-blame-me.-i-just-work-here](https://www.hotel-online.com/press_releases/release/dont-blame-me.-i-just-work-here))

## **All News » ([https://www.hotel-online.com/latest\\_news](https://www.hotel-online.com/latest_news))**

### **Comments (0)**

Please login (<https://www.hotel-online.com/account/login>) or register (<https://www.hotel-online.com/account/register>) to post a comment.

### **Top Read News**

**2019 Hotel Trends: The Power of Personalization and Building Personal Connections** ([https://www.hotel-online.com/press\\_releases/release/2019-hotel-trends-the-power-of-personalization-and-building-personal-connec](https://www.hotel-online.com/press_releases/release/2019-hotel-trends-the-power-of-personalization-and-building-personal-connec))  
January 24, 2019

**JW Marriott Debuts in Northeast China With the Opening of JW Marriott Hotel Harbin River North** ([https://www.hotel-online.com/press\\_releases/release/jw-marriott-debuts-in-northeast-china-with-the-opening-of-jw-marriott-hotel](https://www.hotel-online.com/press_releases/release/jw-marriott-debuts-in-northeast-china-with-the-opening-of-jw-marriott-hotel))  
January 23, 2019

**Jay Virk & Choice Hotels Enter Multi-Unit Agreement to Develop 15 New-Construction Midscale Hotels** ([https://www.hotel-online.com/press\\_releases/release/jay-virk-choice-hotels-enter-multi-unit-agreement-to-develop-15-new-constru](https://www.hotel-online.com/press_releases/release/jay-virk-choice-hotels-enter-multi-unit-agreement-to-develop-15-new-constru))  
January 23, 2019

**Meyer Jabara Hotels Selected to Manage Cambria Fort Lauderdale** ([https://www.hotel-online.com/press\\_releases/release/meyer-jabara-hotels-selected-to-manage-cambria-fort-lauderdale](https://www.hotel-online.com/press_releases/release/meyer-jabara-hotels-selected-to-manage-cambria-fort-lauderdale))  
January 22, 2019

**Your Top 10 Digital Marketing New Year's Resolutions for 2019** ([https://www.hotel-online.com/press\\_releases/release/your-](https://www.hotel-online.com/press_releases/release/your-)

## Current Top 25 » ([https://www.hotel-online.com/latest\\_news/top](https://www.hotel-online.com/latest_news/top))

### News Archive

2018 : All ([https://www.hotel-online.com/latest\\_news/dateslectorY/2018](https://www.hotel-online.com/latest_news/dateslectorY/2018)) | Top 25 ([https://www.hotel-online.com/latest\\_news/dateslectorT/2018](https://www.hotel-online.com/latest_news/dateslectorT/2018))

2016 : All ([https://www.hotel-online.com/latest\\_news/dateslectorY/2016](https://www.hotel-online.com/latest_news/dateslectorY/2016)) | Top 25 ([https://www.hotel-online.com/latest\\_news/dateslectorT/2016](https://www.hotel-online.com/latest_news/dateslectorT/2016))

2014 : All ([https://www.hotel-online.com/latest\\_news/dateslectorY/2014](https://www.hotel-online.com/latest_news/dateslectorY/2014)) | Top 25 ([https://www.hotel-online.com/latest\\_news/dateslectorT/2014](https://www.hotel-online.com/latest_news/dateslectorT/2014))

2012 : All ([https://www.hotel-online.com/latest\\_news/dateslectorY/2012](https://www.hotel-online.com/latest_news/dateslectorY/2012)) | Top 25 ([https://www.hotel-online.com/latest\\_news/dateslectorT/2012](https://www.hotel-online.com/latest_news/dateslectorT/2012))

2010 : All ([https://www.hotel-online.com/latest\\_news/dateslectorY/2010](https://www.hotel-online.com/latest_news/dateslectorY/2010)) | Top 25 ([https://www.hotel-online.com/latest\\_news/dateslectorT/2010](https://www.hotel-online.com/latest_news/dateslectorT/2010))

2008 : All ([https://www.hotel-online.com/latest\\_news/dateslectorY/2008](https://www.hotel-online.com/latest_news/dateslectorY/2008)) | Top 25 ([https://www.hotel-online.com/latest\\_news/dateslectorT/2008](https://www.hotel-online.com/latest_news/dateslectorT/2008))

2006 : All ([https://www.hotel-online.com/latest\\_news/dateslectorY/2006](https://www.hotel-online.com/latest_news/dateslectorY/2006)) | Top 25 ([https://www.hotel-online.com/latest\\_news/dateslectorT/2006](https://www.hotel-online.com/latest_news/dateslectorT/2006))

2017 : All ([https://www.hotel-online.com/latest\\_news/dateslectorY/2017](https://www.hotel-online.com/latest_news/dateslectorY/2017)) | Top 25 ([https://www.hotel-online.com/latest\\_news/dateslectorT/2017](https://www.hotel-online.com/latest_news/dateslectorT/2017))

2015 : All ([https://www.hotel-online.com/latest\\_news/dateslectorY/2015](https://www.hotel-online.com/latest_news/dateslectorY/2015)) | Top 25 ([https://www.hotel-online.com/latest\\_news/dateslectorT/2015](https://www.hotel-online.com/latest_news/dateslectorT/2015))

2013 : All ([https://www.hotel-online.com/latest\\_news/dateslectorY/2013](https://www.hotel-online.com/latest_news/dateslectorY/2013)) | Top 25 ([https://www.hotel-online.com/latest\\_news/dateslectorT/2013](https://www.hotel-online.com/latest_news/dateslectorT/2013))

2011 : All ([https://www.hotel-online.com/latest\\_news/dateslectorY/2011](https://www.hotel-online.com/latest_news/dateslectorY/2011)) | Top 25 ([https://www.hotel-online.com/latest\\_news/dateslectorT/2011](https://www.hotel-online.com/latest_news/dateslectorT/2011))

2009 : All ([https://www.hotel-online.com/latest\\_news/dateslectorY/2009](https://www.hotel-online.com/latest_news/dateslectorY/2009)) | Top 25 ([https://www.hotel-online.com/latest\\_news/dateslectorT/2009](https://www.hotel-online.com/latest_news/dateslectorT/2009))

2007 : All ([https://www.hotel-online.com/latest\\_news/dateslectorY/2007](https://www.hotel-online.com/latest_news/dateslectorY/2007)) | Top 25 ([https://www.hotel-online.com/latest\\_news/dateslectorT/2007](https://www.hotel-online.com/latest_news/dateslectorT/2007))

### Popular Tags

[trustyou \(/latest\\_news/tag/trustyou/\)](#), [travelclick \(/latest\\_news/tag/travelclick/\)](#), [tambourine \(/latest\\_news/tag/tambourine/\)](#), [stayntouch \(/latest\\_news/tag/stayntouch/\)](#), [stanley turkel \(/latest\\_news/tag/stanley+turkel/\)](#), [siteminder \(/latest\\_news/tag/siteminder/\)](#), [revenue management \(/latest\\_news/tag/revenue+management/\)](#), [rainmaker \(/latest\\_news/tag/rainmaker/\)](#), [polyu \(/latest\\_news/tag/polyu/\)](#), [northwind \(/latest\\_news/tag/northwind/\)](#), [marriott \(/latest\\_news/tag/marriott/\)](#), [maestro pms \(/latest\\_news/tag/maestro+pms/\)](#), [lodging interactive \(/latest\\_news/tag/lodging+interactive/\)](#), [lodging econometrics \(/latest\\_news/tag/lodging+econometrics/\)](#), [larry mogelonsky \(/latest\\_news/tag/larry+mogelonsky/\)](#), [jmbm \(/latest\\_news/tag/jmbm/\)](#), [jll real views \(/latest\\_news/tag/jll+real+views/\)](#), [jim butler \(/latest\\_news/tag/jim+butler/\)](#), [intility \(/latest\\_news/tag/intility/\)](#), [ihg \(/latest\\_news/tag/ihg/\)](#), [hvs \(/latest\\_news/tag/hvs/\)](#), [hsmal \(/latest\\_news/tag/hsmal/\)](#), [hotel technology \(/latest\\_news/tag/hotel+technology/\)](#), [hotel software \(/latest\\_news/tag/hotel+software/\)](#), [hotel marketing \(/latest\\_news/tag/hotel+marketing/\)](#), [hotel management \(/latest\\_news/tag/hotel+management/\)](#), [hotel history \(/latest\\_news/tag/hotel+history/\)](#), [hotel equities \(/latest\\_news/tag/hotel+equities/\)](#), [hospitality financial and technology professionals \(/latest\\_news/tag/hospitality+financial+and+technology+professionals/\)](#), [hitec \(/latest\\_news/tag/hitec/\)](#), [hilton \(/latest\\_news/tag/hilton/\)](#), [hftp \(/latest\\_news/tag/hftp/\)](#), [hebs digital \(/latest\\_news/tag/hebs+digital/\)](#), [hebs \(/latest\\_news/tag/hebs/\)](#), [georges panayotis \(/latest\\_news/tag/georges+panayotis/\)](#), [duetto \(/latest\\_news/tag/duetto/\)](#), [digital marketing \(/latest\\_news/tag/digital+marketing/\)](#), [business intelligence \(/latest\\_news/tag/business+intelligence/\)](#), [buildcentral \(/latest\\_news/tag/buildcentral/\)](#), [benchmark resorts & hotels \(/latest\\_news/tag/benchmark+resorts+&+hotels/\)](#), [benchmark hospitality international \(/latest\\_news/tag/benchmark+hospitality+international/\)](#), [benchmark \(/latest\\_news/tag/benchmark/\)](#), [american hotel & lodging educational institute \(/latest\\_news/tag/american+hotel+&+lodging+educational+institute/\)](#), [american hotel & lodging association \(/latest\\_news/tag/american+hotel+&+lodging+association/\)](#), [alice \(/latest\\_news/tag/alice/\)](#), [aimbridge hospitality \(/latest\\_news/tag/aimbridge+hospitality/\)](#), [ahlei \(/latest\\_news/tag/ahlei/\)](#), [ahla \(/latest\\_news/tag/ahla/\)](#), [agilysys \(/latest\\_news/tag/agilysys/\)](#), [accorhotels \(/latest\\_news/tag/accorhotels/\)](#)

## May We Recommend...

**Airstream Hotel Chain Raises \$115 Million in New Bet on Glamping** ([https://www.bloomberg.com/news/articles/2019-01-29/airstream-hotel-chain-raises-115-million-in-new-bet-on-glamping?utm\\_source=HotelOnline](https://www.bloomberg.com/news/articles/2019-01-29/airstream-hotel-chain-raises-115-million-in-new-bet-on-glamping?utm_source=HotelOnline))

*Bloomberg*

**What Will The Perfect Hotel Room Look Like In 2019?** ([https://www.forbes.com/sites/michaelalpiner/2019/01/30/what-will-the-perfect-hotel-room-look-like-in-2019/?utm\\_source=HotelOnline](https://www.forbes.com/sites/michaelalpiner/2019/01/30/what-will-the-perfect-hotel-room-look-like-in-2019/?utm_source=HotelOnline))

*Forbes*

**Report Suggests That Two Thirds Of The \$100 Billion Spent Annually On Business Meetings Travel Is Wasted** ([https://www.forbes.com/sites/danielreed/2019/01/30/report-suggests-that-23rds-of-the-100-billion-spent-annually-on-business-meetings-travel-is-wasted/?utm\\_source=HotelOnline](https://www.forbes.com/sites/danielreed/2019/01/30/report-suggests-that-23rds-of-the-100-billion-spent-annually-on-business-meetings-travel-is-wasted/?utm_source=HotelOnline))

*Forbes*

**The Grove's Rick Caruso on Opening His First Hotel** ([https://www.wsj.com/articles/the-groves-rick-caruso-on-opening-his-first-hotel-11548769374?utm\\_source=HotelOnline](https://www.wsj.com/articles/the-groves-rick-caruso-on-opening-his-first-hotel-11548769374?utm_source=HotelOnline))

*Wall Street Journal*

**Marriott Sued by Housekeeper Over Guest Sexual Misconduct as #MeToo Spreads to the Service Industry** ([https://www.bloomberg.com/news/articles/2019-01-28/marriott-sued-over-guest-sexual-misconduct-as-metoo-expands?utm\\_source=HotelOnline](https://www.bloomberg.com/news/articles/2019-01-28/marriott-sued-over-guest-sexual-misconduct-as-metoo-expands?utm_source=HotelOnline))

*Bloomberg*

(/)

About (<https://www.hotel-online.com/legal/site/about>) Contact (<https://www.hotel-online.com/contact>) FAQ (<https://www.hotel-online.com/legal/site/faq>) Privacy Policy (<https://www.hotel-online.com/legal/site/privacy>) Terms & Conditions (<https://www.hotel-online.com/legal/site/terms>)

© Hotel-Online. All rights reserved.

News ([https://www.hotel-online.com/latest\\_news](https://www.hotel-online.com/latest_news)) Events (<https://www.hotel-online.com/events>) Video (<https://www.hotel-online.com/videos>) Industry Resources ([https://www.hotel-online.com/industry\\_resources](https://www.hotel-online.com/industry_resources)) Media Kit (<https://www.hotel-online.com/media-kit>) Submit Content (<https://www.hotel-online.com/account/login>) Unsubscribe (<http://zmaildirect.com/app/new/MTQ2NTc5NDg1>)