

Introduction

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Best Practices in Selling to Human Resource Professionals

- Review Type A and Type B personalities and how they relate to Sales
 - Review of a Sales Meeting plan
 - Expo plan...Do you have one?

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How Decisions are made?

Once information is gathered, it's decision time.

The Analytical way (type A) is to set objectives before the decision is made.

The Belief way (type B) is to base a decision on principles and values while making the decision.

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Analytical (Type A personality)

- Great at multitasking.
- Competitive; Considers everything to be a challenge and has a high challenging spirit.
- Time is an urgency; May get frustrated while waiting in line and is always aware of what time it is.
- Usually very independent.
- Direct and to the point.

Type A is often found as business owners, manager, sales, human resources, or any position requiring a direct, take charge and forges ahead person.

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Beliefs (Type B personality)

- Usually are very patient.
- Loves to be part of a groups and often the center of attention.
- They are over achiever's but they know how to manage it.
- They tend to be sensitive of other people's feelings.
- Usually are talkative.
- Outgoing with people and are normally quite persuasive.

Type B's are usually found in sales, advertising, marketing, public speaking, planning positions, and human resources

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Common Ground with Type A and Type B

Believe:

If you don't believe in your product...how do you expect anyone else to?
Ask yourself: "Why am I going to this company?"
Only one valid reason....

Respect:

Time:

- Stay within your allotted time

Ask To Ask:

- Can I ask you. Can I send you.

Establish "future rules":

- How would you like me to communicate with you going forward?
- How often would you like me to follow up; quarterly, semi-annually, etc.

Be Prepared:

- Don't ever go into a meeting unprepared
Never promise or say something that you can't deliver

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Understanding the differences

Type A personalities:

Would like you to be direct, get straight to the point.

Your handshake needs to be firm and your body language is positive.

Don't go through a proposal step by step as they will quickly get bored.

No Fluff

Be clear, specific, brief and to the point.

Use time efficiently and stick to the matter at hand.

Type B personalities:

They find it easy to adapt to changing situations.

They are flexible and participative.

Like people and they would like you to like them.

They will usually be enthusiastic and embracing.

They usually are not afraid of change, in fact most thrive on it.

They tend to get personal quickly and expect the same from you.

Something to always remember:

There are some people that live in an "A" personality may decide to play in the "B" personality sandbox from time to time and vice versa – learn to adjust.

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Sales Meeting Plan

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Connect with the decision maker

- Take this time to get to know your prospect and what is important to them. Ask key questions that will get you this information.
- Don't be scared to show them your personality. After all, they are trying to find out who you are also.

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ASK THE RIGHT questions

Start: Situation Questions

This is your Fact and Data collection.

Example: What are your greatest challenges and goals?

Second: Problem Questions

These questions are used to uncover problems and/or needs. Understand that he/she may not know there is a problem or a need.

Example: What kind of obstacles are you facing in this area?

Third: Implication Questions

These questions determine if change takes place, why should it and what is the affect?

Example: If we could solve this obstacle today, why would that be important to you and the company?

Final: The Solution(s)

You have listened and you have the solution(s). Now it's time to give your answer to the question: Why am I here today?

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Things to remember:

Test the temperature throughout the conversation and adjust accordingly.

Example: How does that sound?
 Does this sound like this may benefit?

Also include phrases during the meeting that will highlight your service so it is known that you have solutions. Be confident about why you are there. Include action words.

Example: I *defiantly* can help in this area.

Handling objections. In order to do this effectively and efficiently you must first know your products, benefit, or service inside and out. Any decision maker will know if you are flying by the seat of your pants.

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Things to remember cont.

Ask open-ended questions that start with;
How, Where, What and When

Ask incorporate closed-ended questions that start with;
Did, Do, Does and Are.

Communication and Follow Up is a key factor in sells.

Ask yourself

What was your **“Wow moment”**.

Always look for improvements.

After your meeting, write down what you thought you did right and where you can improve.

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Business Expo Plan

Never go to another event/expo
without a plan

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Event Name:

Cost of the event:

Date(s) of the event:

Your employees to attend event:

Shifts for employees:

Who will set up the event:

Who will take down the event:

What Marketing material to bring: (Flyers, Coupons, etc)

Budget for give-a-ways:

Cost: Table items (Small):

Cost: Drawing item (Large):

Who is our Top 3 Companies on the list to attend:

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What is the Purpose of the event: (Sales, Service or Support)

Who will attend? (Group type)

Tag Line for day 1:

Tag Line for day 2:

(Definition of a Tagline: A slogan or phrase that visually conveys the most important product attribute or benefit that the advertiser wishes to convey; one that serves to clarify a point or create a dramatic effect)

What is the goal?

Contacts:

Business cards:

Interest:

Appointments:

What is our objective for the event?

End of day Team Conference Call:

Give-a-way's effective:

Tag Line effective:

Any adjustments that need to be made:

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Setting Expectations for Results

When preparing for your event, your targets/goals should include:

How many contacts you would like to meet?

How many business cards would you like to receive?

How many express interest in talking to you later?

How many ask you questions about your product?

How many told you something about what they are currently using as that solution?

Be Realistic and have Realistic Expectations

- Results will vary by the type of product or service you are selling.
- Don't expect to make a sale right there on the show floor. This is not realistic expectation.
- Remember that the product or service that you are selling could be very different in prices, size and space and this will be difficult for a HR professional to decide on the spot to buy or switch vendors at an event.
- Follow up!

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Follow Up from Event/Expo

When someone drop off their card to enter a drawing for a prize, when and how do you make contact?

When:

Please **DO NOT** contact them the next day or that same week.

If this happens, the attendees of the event are hearing from 80+ companies all in one week. You will get lost in the shuffle. If you haven't had a conversation with that person, then wait 2 weeks after the event.

How:

Follow up with an email first. Invite them for coffee or lunch. You could send cookies to the HR department or drop off doughnuts. Find something unusual and different.

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**No One Plans To Fail;
So Don't Fail To Plan**

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