

INTRODUCTION TO SALES AND NEGOTIATION TECHNIQUES IN THE ELT INDUSTRY

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CONTRACTING

- Chatham House rules – can't attribute anything from anyone after the session
- Be generous and courteous to others in the room
- If I promise not to get you to do any role-play, you all must participate



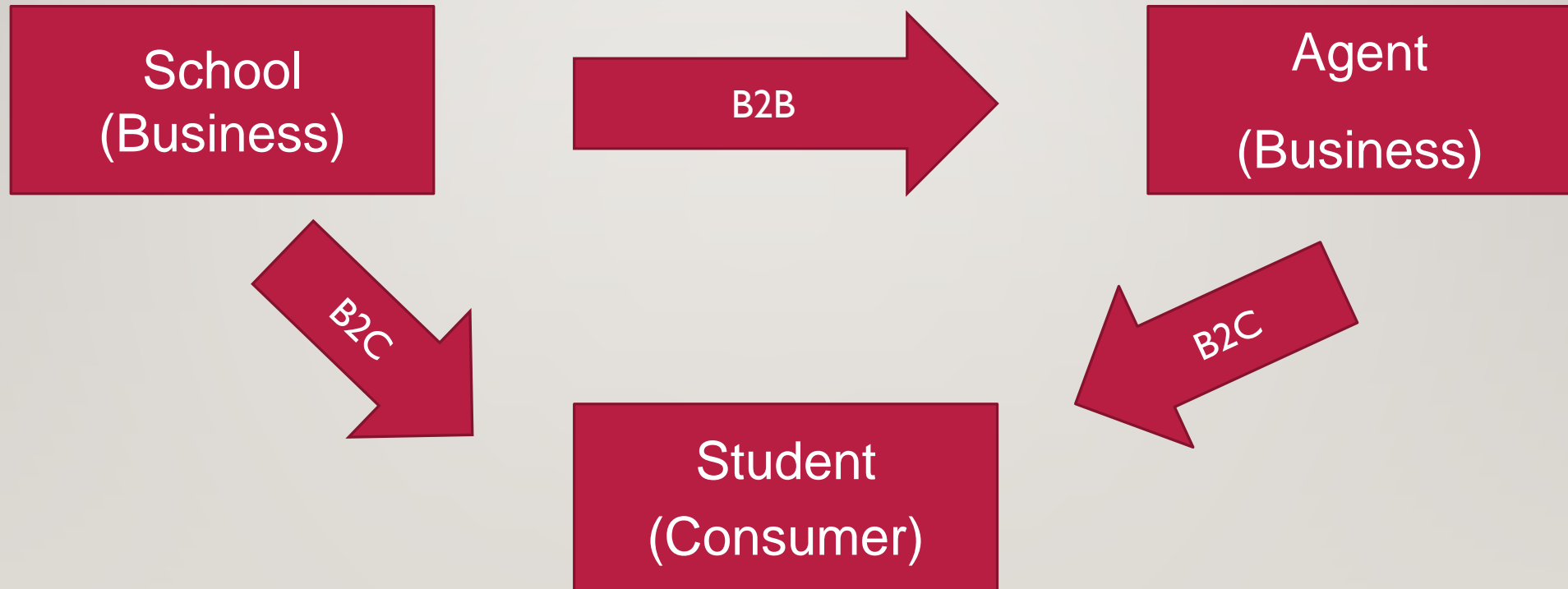
AGENDA (IN 50 MINUTES!)

- What do we mean by “Sales”?
- Sales in the ELT industry
- The ELT Sales Cycle
- The Buyer’s Cycle
- Sales Techniques
- Cultural Differences
- Basic Negotiation Ploys
- Your experiences
- World Café
- The Extra 2%
- Reflection

SALES PEOPLE



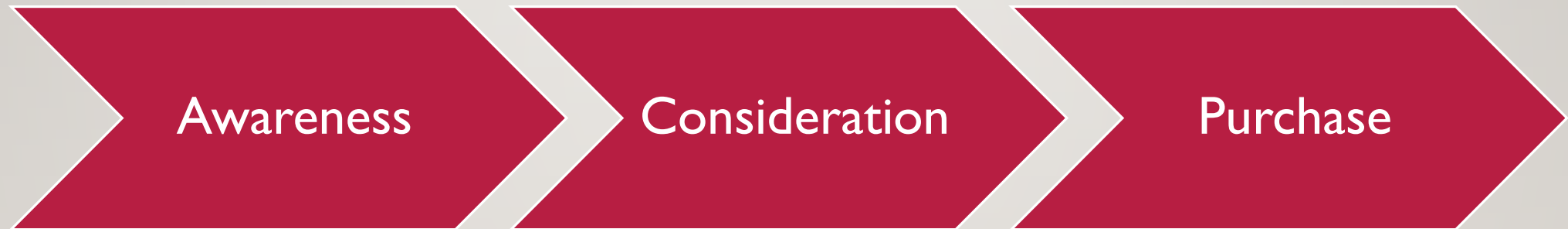
BASIC ELT MODEL:TWO TYPES OF CUSTOMER



TYPICAL SALES AND MARKETING YEAR

January	Prices change, new brochure change, Latin American students come to study
February	Chinese New Year – groups of Mandarin speakers, Carnival students
March	Summer bookings, post Easter. Marketing trips.
April	More summer bookings. Marketing trips.
May	Japanese bookings
June	European bookings
July	Summer Peak. Focus groups and testimonials
August	Summer Peak. Next years' brochure.
September	StudyWorld, ALPHE UK, first push of next years' offer
October	Follow-up, plan for ICEF Berlin
November	ICEF Berlin and second push for new offer
December	Follow up

BUYERS' CYCLE



SALES TECHNIQUES

- **Sales techniques:**
Sell me this pen.



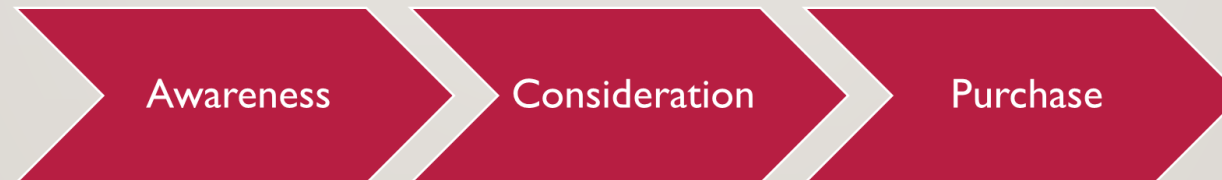
- This pen is the most amazing pen you'll ever see in your life... it writes upside down and underwater...
- Are you looking to buy a pen? What kind of pen are you looking for? How often do you use a pen? What do you use a pen for? Etc...
- *Grabs the pen out of your hand*

BASIC GOOD SALES TECHNIQUES: FROM RELATIONSHIPS MARKETING, TO SALES

- Be prepared: what do you want to get out of this?
- Know your customer: their behaviour, their needs
- Listen: what are they telling you...what are they avoiding?
- Ask questions, and take note of the answers
- Know your products and reasons why other customers buy
- Be clear on what has been discussed, decided and what happens next
- Know your walk-away point (and make sure it's validated by your manager)

WHAT YOU CAN DO TO WITHIN THE BUYER'S CYCLE

- Make the customer aware of you and your school and courses
- Be there to answer the questions in order for them to consider sending students to you
- Help them make the purchase / convert: ease of booking, discount, commission, experience of you and your team. “What would it take for you to say yes to putting my school in your brochure?”



CULTURAL DIFFERENCES

Commission sensitive	Commission neutral	Discount welcoming	Discount neutral
Colombia	Japan	Turkey	Russia

Taiwan
France

Switzerland
Saudi Arabia

Germany
Spain

China
Italy

Thailand
Poland

Brazil
Other...



BASIC NEGOTIATION PLOYS

Karrass' Negotiation Ploys – how would you deal with them?

The Bogey: I love you courses but this is my budget (so I can't afford your course).

The Krunch: You have to do better than that! Give me a discount!

The Nibble: Paying late, claiming for discounts not offered, commission not earned, insisting on extra classes, free course book etc

SELLING TO AN AGENT AT A WORKSHOP OR IN THEIR OFFICE

- Preparation
- The meeting
- Follow-up

SELLING TO A STUDENT AT A FAIR

- Preparation
- The meeting
- Follow-up

WORLD CAFÉ : BEST PRACTICE FOR A STUDENT FAIR, AGENT WORKSHOP, AND AGENT VISIT

- Three groups
 - Brainstorm ideas and record on the paper
 - I tell you to move round
 - LEAVE ONE PERSON BEHIND – they will be the host
 - Host, explain what's been discussed so far
 - More brilliant ideas on the paper
 - I tell you to move round again
 - LEAVE A DIFFERENT PERSON BEHIND – they will be the host
 - More brilliant ideas and feedback
- Preparation
 - The meeting
 - Follow up



THE EXTRA 2% (OR “REMEMBER TO CONVERT AND REASSURE”)

1. Follow up: be specific

“When would be the best time to call you / best time to email you about this course?”

“I will be in touch in a month to make sure you have no further questions.”

2. Give confidence to the customer in the sale already made

Before an agent’s first student arrives, contact them with a bit more information, a social programme timetable, for example, to reassure them that they made the right decision to go with your school.

REFLECTION

- Be aware of the patterns in your sales and marketing year
- Remember your customer types: B2B and B2C
- Sales techniques
- Buyers cycle and what you can do to help the sale
- Negotiation ploys
- Cultural differences in sales and negotiations
- Tips on selling at a student fair, an agent workshop and an agent office visit
- The extra 2%: follow up and reassure
- Your authentic voice – but preparing for the difficult questions and demands

THANK YOU

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