

SAMPLE

Selling Manual

for

***Rocksolid Malpractice
Insurance Group
(a fictitious company)***

Developed from the
VASS Executive Sales Training Course

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INVENTORY AND DESCRIPTION OF TOOLS

Mission Statement

Your story in 40 words or less: (1) Why you're taking up the Buyer's time; (2) What kinds of problems you solve; (3) Compelling benefit of your solution.

Flanking Probe

Question that can be answered any way the Buyer prefers; it allows the Buyer to express his opinion or feelings about whatever he likes; begin with: *who, how, what, why when, where*. Don't guess at the Buyer's need -- simply ask. It requires the Buyer to search his mind for the answer, make decisions and create an opinion.

4 Probes to Prepare

Standard: Questions asked every new meeting

Status Quo: Uncovers areas of buyer's dissatisfaction with his or her current situation.

Emergency: When you are stressed, pressed, lost or confused

Best of All Possible Worlds: Allows Buyer to dream

Proof Statement

Statement of fact, figures, testimonials, like circumstances, expert opinion from someone who does not have a direct involvement in your transaction or anything else that is quantifiable and real. Use when Buyer expresses doubt.

1. Restate the Benefit for the Buyer;
2. Prove the Benefit for the Buyer;
3. Expand the Benefit for the Buyer.

Supporting Statements

Makes the Buyer feel good about him- or herself and therefore, you too; the most effective and economical tool. Use when Buyer says something that helps your cause.

1. Agree with the Buyer;
2. Give additional Benefit of your service.

Be careful not to support buyer statements that go against your cause. Respond with a flanking probe.

Objection

Anything that prevents the Buyer from closing with you, that is, giving you a commitment for your service.

Inherent Objections

Something intrinsic in your service; can be a Feature that the Buyer doesn't like or perceives to be a weakness (e.g. price, your company, you...)

1. Isolate the objection;
2. Minimize the objection;
3. Offset the objection with Benefits.

Easy Objections

Objections that can be answered by your product or service.

1. Isolate the objection;
2. Answer directly;
3. Offer proof if necessary.

Closing Statements

Obtains a commitment from the Buyer.

1. Assume the sale is made;
2. Ask for the order in the form of technical information required to get the Buyer to actually use your product or service,
3. Begin the question with *who, how, what, when or where*.

FEATURES AND BENEFITS

FEATURE

24-hour approval for new-hire physicians

ADVANTAGE

Puts your new doctors in the treatment room six weeks sooner,

BENEFIT

Creating up to \$45,000 in practice revenue per new physician (profit)

FEATURE

Aggressive claim management policy

ADVANTAGE

Eliminates four to five claims per year and subsequent complaints to the National Physicians Data Bank,

BENEFIT

Which settles 95% of all claims without an indemnity payment (profit, power, prestige);

Which can cost a doctor as much as \$350,000 over five years (profit, prestige, pleasure)

MISSION STATEMENTS

Rocksolid Malpractice Insurance provides protection for medical groups that can increase annual revenues \$12,000 to \$20,000 per physician.

Rocksolid Malpractice Insurance protects doctors from losing as much as \$79, 000 a year in earnings.

STATUS QUO PROBES

How are you managing liability risk to increase patient satisfaction and practice revenues?

How is managed care impacting practice revenues?

What strategies have you seen that will positively impact your profit structure?

What opportunities have you seen that will save you money?

STANDARD PROBES

How are decisions like this made in your company?

Tell me a little about your medical group.

Tell me about your company's philosophy.

How do your doctors relate to your current program?

How is managed care impacting practice revenues?

When do you feel would be the best time to get started?

EMERGENCY AND "BEST OF ALL POSSIBLE WORLD" PROBES

If it were within your power, how would you go about protecting your physicians against lawsuits?

How would you describe the perfect protection for your medical group?

If you could design any transaction you'd like, how would you structure it?

Ideally, how would you protect your physicians against malpractice?

PROOF STATEMENTS

Mercy Hospital in Berry, Rhode Island saved \$27,000 in direct costs of risk management while increasing managed care service revenues by 8%.

With Rocksolid coverage we can help protect you against fraudulent claims. Within the past five years, out of 382 medical groups we cover, we have fought and won 96% of all malpractice claims filed. For you, that means our aggressive legal defense can put as much as \$240,000 a year to your group's bottom line.

CLOSES

What coverage plan would best fit your needs?

What initiation date would work best for your doctors?

How much deductible makes you feel comfortable?

Who will be the contact person on this project?

How would you like us to go about gathering the doctor's information?

TELEPHONE Suggestions

Open the call with your personal introduction and then use a Mission Statement:
(Be sure to buy your way in with Benefits. Have some compelling reason to have a meeting.)

"Ms. _____, This is _____ from Rocksolid Malpractice Insurance. How are you today? That's excellent."

(Proceed to your choice of Mission Statement below. If you get a comment that helps your cause, Support and Close.

If you get an Objection, turn to the appropriate Objection in the Playbook and answer it.)

REDUCE COSTS:

As you know, good malpractice insurance can greatly impact your medical group's costs and subsequent year-end profits. Rocksolid Malpractice Insurance provides protection for medical groups that can increase annual revenues by \$12,000 to \$20,000 per physician. How have you gone about analyzing the effect that malpractice complaints have on your doctors' bottom line?

Support and Close

I understand. An insurance carrier that doesn't aggressively defend doctors can increase group malpractice insurance costs by 20%. Let's meet for ten minutes on Tuesday morning to discuss how we might be able to reduce your costs and increase your group's income. When would be the best time?

90 SECOND CLOSES

Mr. Jones, from what you tell me, your medical group is suffering because of insurance claims paid where you didn't feel you were liable (*Stated Buyer's problem*). Rocksolid has an aggressive policy toward claims and prevents four out of five claims from ever showing on the record (*Your solution*). What effect would this reduction in claims have on your doctors' group? (*Probe containing a Closing setup.*)

POSSIBLE OBJECTIONS.

Most businesses only have two or three objections that cost them the most business and lost income. Objections often come camouflaged so it is the Seller's problem to see the objection for what it really is. Carefully isolate every objection you hear to make sure you know the true nature of the objection.

Place your objections in categories on the following pages and develop answers and proof statements for each answer. You may find that several well thought answers with proofs will cure many of the problems you have with buyer's objections.

Build responses to the objections you hear in your business.

REPUTATION/BAD EXPERIENCE OBJECTION

Poor salespeople

Discourteous employees

Poor service

Poor past history

We used you as our insurance carrier five years ago and cancelled because you weren't responsive in handling our account.

I understand. You'll find that won't happen again. We have revamped our entire system so you can reach one of our agent teams 24 hours a day, 7 days a week to make sure your are fully serviced instantly making it both convenient and safe for your doctors.

What day is best to meet with you to understand your situation and see how we might be able to work together to decrease your legal exposure?

New in the business

Not a specialist

Poor sales record

STATUS QUO OBJECTION

Use competitor
No time for appointment
No problem
Happy with current situation
Can't see you until later
No need for your service
Don't understand
Call back next week
Don't call at all, etc.

PRICE/FEE OBJECTION

Too expensive

Not enough benefits

Out of reach of Buyer

Competitor is cheaper,

Wrong price point, etc.

MARKET OBJECTION

Customers won't buy

Bad economy

Saturated market

Not open to buy

Competition is better

Obsolete design, etc.

TERMS OBJECTION

Budget won't permit

Wrong time of year

Poor timing

Payment or interest rate too high, etc.

BUDGET OBJECTION

No budget

Not open to buy

Bad economy

Poor market

Too expensive

No money, etc.

WONT WORK OBJECTION

Unqualified Buyer

Doesn't need it

Has never seen it

Heard about it but doesn't care

Wrong product, etc.