



True Confessions! “I fell for a time share sales process!”

I have a confession. As cynical and guarded as I am, I fell for it: as a Hilton Diamond Member (yes, I travel that much), I was offered a really great deal. If I would agree to listen to a presentation about the Hilton’s Vacations time-share program, I would get a really great discount on a weekend trip to New York.

Hear me out: my rationalization was 1) Sara and I were already planning on a trip to New York; 2) We have actually talked about looking into Hilton’s program; 3) I figured a couple hours of our time was worth the discount. I didn’t tell Sara until we were on the plane, and was a good sport about it – mostly. From a personal perspective, the two-hour investment of time was NOT worth the discount; however, the experience was actually worth a lot more to me as a sales professional, trainer, and coach.

Participating in the time-share program sales process really brought to the forefront an issue we have been struggling with in our work with financial organizations trying to improve their sales and service results. The specific issue is the challenge of creating a common powerful prospect and client experience regardless of who meets with them.

So, here is the experience...

At the Hilton at 6th Ave and 54th St., on the 21st floor, we were greeted by a friendly receptionist and escorted to a well-appointed waiting area overlooking the park. Our representative (Chris)

came out exactly at the appointed time and carefully absorbed our names. He led us to an area with comfortable seating where we relaxed with our coffee and chatted. (The living room!) He asked a lot of questions about what we did, who we were, what we did for vacations. Chris engaged both of us and attempted to get us both talking. As some of you might suspect, he was more successful with Sara but even I found myself engaged in the conversation.

At some point, it seemed we were getting down to business and he moved us upstairs to a setting with a round table and chairs (the dining room). He had us review an iPad presentation while he went to get some paperwork. As organized as he/they were, having to “go get the stuff” was clearly an excuse to leave us alone to watch the presentation. He came back at almost the exact moment the iPad finished its delivery and started his presentation. He led us through the process and asked several questions where the responses were used in the *ask*.

I was so caught up in the process I actually felt he was really our advocate and was really focused on us.

At one point Chris stepped away, probably to give us time to talk, and I heard a conversation in the next cubicle (the cubicles were curtained alcoves). A different guy (with a very different accent) was using the exact same words and phrases in the exact same sequence as our buddy Chris had used. And we could tell the prospect was being led through exactly the same process. They were using the same skills and processes! Not by accident, of course.

How many times do you think they had role-played the situation before they were allowed to talk to a real prospect? And, most importantly, do you think they just stumbled on this process? No, they carefully crafted every step of the process based on psychological principles and experiences with high-ticket buyers. They know that the processes and the skills will lead to a certain closing ratio of six-figure sales. We suspect that not a thing we experienced was by accident.

There are a few more lessons from the experience including the need to pre-qualify and how rejection is handled but it was a great process to experience – as a trainer and coach.

The question for you: If a prospect (retail/lending/trust/brokerage) gets in front of two different people in your organization, how widely different experiences will that person have? And, are those experiences conducive to their decision to do business with you?

And, no, we didn't buy. But we were tempted.

Call me today to understand how we can work with you and your team to develop a consistent and successful sales process. Or email me at email me at elpohl@pohlconsulting.com.