



“Selling” Masculinities

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Men Against Violence



Sales?

- What does it take to be a good sales person?
 - Commitment to help and succeed
 - Product knowledge & belief in the product
 - Adaptable, empathetic, people person
- Can that sales person sell anything?
How?

Selling?

- We have an important “product” and can be more effective by incorporating basic sales techniques.
- How readily is your message received?
- What sources of resistance are common?



Assumptions

- Cultural Shift
- Men (as a group) need to start being part of the solution and not the problem.
- We need to balance involving men, while continuing to confront Patriarchy.
- We are not going to recruit perpetrators.
- Men have empathy and are just as self-interested as anyone else.
- If we expect “average” guys to join us, we need to meet them where they are without judging them.

Goals

- **Learn basic sales techniques and application**
- **Create a plan for utilizing in your program**
- **Become more effective at engaging men**



Framing Thoughts:

- **Make a friend.**
- **Be sincere in your desire to help the customer.**
 - You **HAVE** to genuinely care about them.
- **Continue improving your skills, learn from others and innovative new ideas.**
- **Offer creative ideas and advice with product.**

Framing Thoughts:

- Be direct and answer all questions.
- Never lie. Don't badmouth the “competition” or say negative things about them.
- Don't patronize, stereotype or gossip.
- Don't overbook.

Sales Technique

- Preparation
- Initial Contact
- Presentation
- Objections
- Closing the Sale
- Follow-Up



Sales Technique

Preparation

- Who are you trying to reach?
- Learn as much about them as you can!
- Know your “product.”
- Determine objective and purpose.



Sales Technique

Initial Contact

- Be able to state your purpose quickly - within 15 seconds.
- Get them interested with questions that make them think.
- Build rapport and confidence...Use humor - people love it!
 - Be sincere and friendly - people buy from people they like.
- Never lose sight of the objective.



Sales Technique

Presentation - Most exciting part!

- Be on time. Be prepared. Be relaxed. Be excited & make friends!
- 90% of the time they'll tell you how to sell. Listen to them.
- Empathize and make it relevant.
- Focus on the benefits, not features. People buy benefits.
 - W.I.I.F.M.?
- *Your best selling tool is a reference from a satisfied customer.*



Sales Technique

Presentation (cont.) - Most exciting part!

- Don't be afraid to ask.
- Experts advise only three options/requests at a time.
- Adapt to your audience.
- Always follow through on promises.
- Evaluate yourself. Develop action steps.
- Incorporate their interests into your follow-up plan.
- Follow up. It often takes 5 to 10 exposures to get a sale.



Sales Technique

Objections

- Don't be put off; normal part of the sales process. Treat every objection with respect and a thoughtful response.
- Anticipate and provide information during presentation.

Overcoming objections:

- Validate their position and offer new information to answer underlying question.
- Learn why they feel as they do; get to cause of concerns.
- Restate the objection so they can hear it.
- Tactfully respond directly to objection statement.

Sales Technique

Closing the Sale

- Don't be shy about asking for sale.
- They will probably give signals when they are ready to buy.
- Quit talking after a closing question. Let them say yes.
- Lead them through a series of easier decisions leading to the bigger decision to “buy.”
- Offer/remind them of incentives.
- Don't give up too soon.

Sales Technique

Follow-Up

- As important as making the sale!
- Save time prospecting, qualifying and conducting other pre-sales activities for that particular customer again.

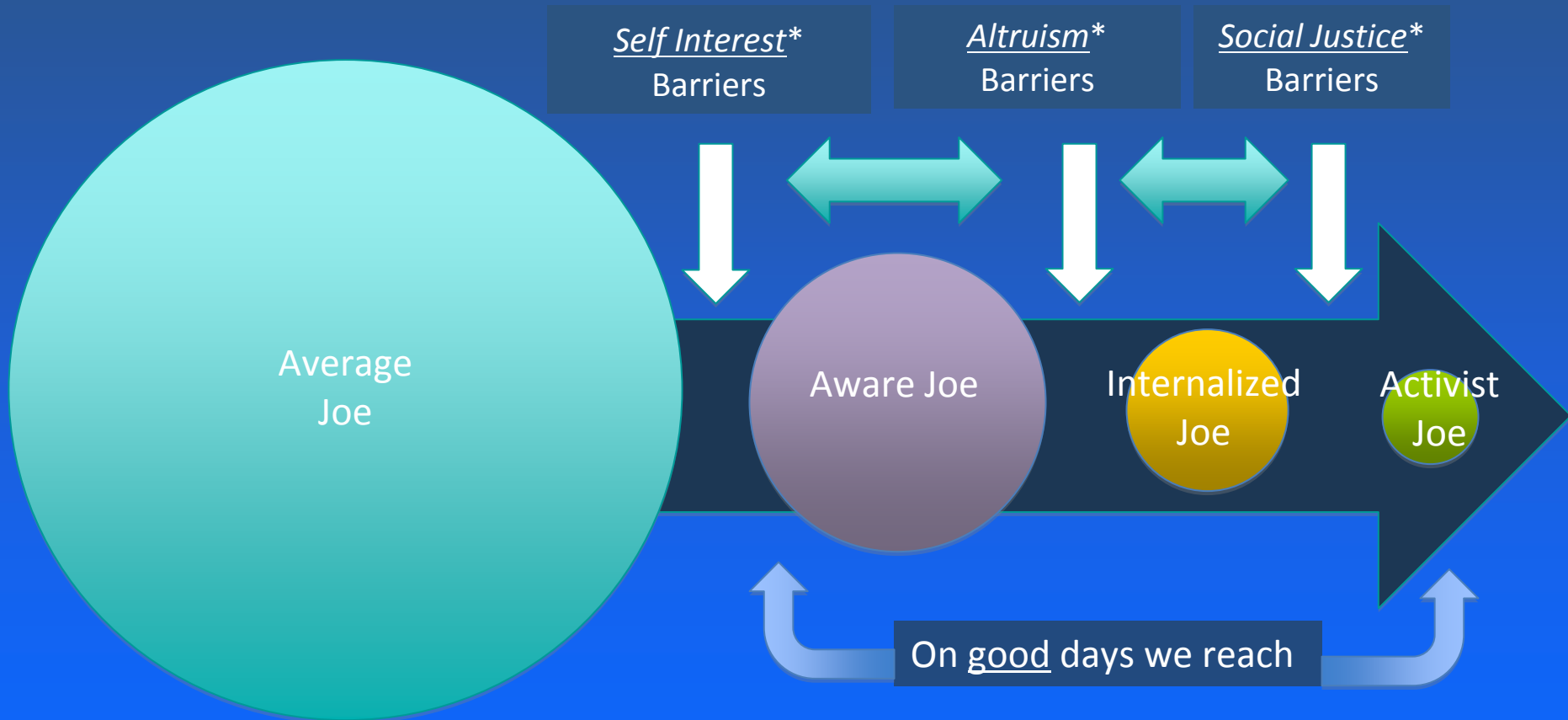
In our work, this can begin a process that will
help
them become fellow advocates for change.

Sales Technique

No Better Advertising

- Establishes and maintains your good reputation.
- Builds goodwill between customer base and you.
- Generates repeat and referral business.
- Normalizes process for others.

A Framework...



Framework created by Jonathan Grove, brain-child of Bobbi Hughes, and drawn from the work of Dr Erin Casey, Rus Funk and Dr. Keith Edwards.

*Edwards, Keith; *Aspiring Social Justice Ally Identity Development: A Conceptual Model*

Resources:

- Online:
 - Small Business Notes.com
<http://www.smallbusinessnotes.com/operating/marketing/salesprocess.html>
 - http://sales-marketing-careers.suite101.com/article.cfm/retail_sales_techniques_relationship_selling