



<b>December 2011</b>	<b>VR Training Session Highlights</b>
<b>Rehearse the Sale</b> (page 2)	Below are highlights of some of the topics and information shared as a result of Vocational Rehabilitation (VR) regional team meetings:
<b>Counselor Tool Review</b>	<b>Marketing Resources:</b> Programs and venues for helping VR customers market their goods and services...
Marketing Tips & Tools	<ul style="list-style-type: none"> <li>• <a href="#">NHMade</a>: Statewide on/off-line product positioning for members</li> <li>• <a href="#">Hannah Grimes Marketplace</a>: Regional on/off-line product marketing</li> <li>• <a href="#">Monadnock Buy Local (MBL)</a>: Regional on/off-line product marketing</li> <li>• <a href="#">Women's Rural Enterprise Network</a>: Marketing, education and incubator assistance</li> <li>• <a href="#">How to Market Your Business</a>: YouTube Videos</li> </ul>
Helpful Articles	<b>Business Development:</b> Programs providing VR customers with additional business and sales development assistance...
<ul style="list-style-type: none"> <li>• <a href="#">SWOT Analysis</a></li> <li>• <a href="#">Avoiding Burnout</a></li> <li>• <a href="#">Cash Management</a></li> <li>• <a href="#">No-Cost, Low-Cost Marketing</a></li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">SCORE Chapters</a>: See <a href="#">mentoring</a> and <a href="#">template</a> options</li> <li>• <a href="#">Small Business Development Centers</a>: Counseling and training</li> <li>• <a href="#">Procurement Technical Assistance Programs</a>: How to sell to the government</li> <li>• <a href="#">Trade Associations</a>: Industry-specific networking and support</li> <li>• <a href="#">How to Sell Better</a>: YouTube Videos</li> </ul>
<b>Helpful Business Forms</b>	<b>Leveraging VR Support Networks:</b>
<ul style="list-style-type: none"> <li>• <a href="#">Breakeven Worksheet</a></li> <li>• Cash Flow Worksheet; <a href="#">Excel</a> or <a href="#">PDF</a></li> <li>• <a href="#">Communication Log</a></li> <li>• <a href="#">Revenue/Unit Forecasting Model</a></li> <li>• <a href="#">Forecasting Worksheet</a></li> <li>• <a href="#">Functional Time Use Analysis</a></li> <li>• <a href="#">Financing Chart</a></li> <li>• <a href="#">Organizational Mapping</a></li> <li>• <a href="#">Personal Financial Statement</a></li> <li>• <a href="#">Start-up Checklist</a></li> <li>• <a href="#">Time Planning Schedule</a></li> <li>• <a href="#">Web Marketing Checklist</a></li> </ul>	<ul style="list-style-type: none"> <li>• Connect with <a href="#">outside representatives</a> trained in Tier I proposals</li> <li>• Invite select <a href="#">business assistance agencies</a> to present their offerings and develop a list of favorites</li> <li>• Invite VR customers to visit <a href="#">BuzVR</a> to self-select help by interest/need, such as <a href="#">Business Tools</a> and <a href="#">Mentors</a></li> </ul>
	<b>Counseling Tips Exchanged:</b>
	<ul style="list-style-type: none"> <li>• Encourage sales/marketing brainstorming with others; e.g., Other counseling agencies, family, friends, forums and other networks</li> <li>• Help customers to purposefully "do" by encouraging routine sales activities; e.g., Have them write down and do 5 things each day (or as appropriate) that directly provoke sales</li> <li>• Require tangible evidence of planned bookkeeping/accounting practices as part of the planning process; e.g., contact information for bookkeeper/accounting service provider</li> </ul>

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## Rehearse the Sale

### *Overcoming Fear and Increasing Success*

One way to improve sales performance is to rehearse the sale. This involves crafting up a script of what you will say to a prospective customer or client and rehearsing it several times with someone you trust.

To write a sales script, consider five (5) components; the introduction, the transition into offering the specific product or service, a list of questions to ask that help to close the sale or secure a follow on meeting, a summary statement of your understanding for moving forward, and confirmation on what's next. For more information and examples about how each of these parts might read, visit [How To Write a Sales Script](#).

Other helpful online articles include [How to Write a Sales Marketing Script](#), [How to Write a Winning Phone Script](#), [How to Write a Telemarketing Script](#), [How to Write a Business Script](#), and [How to Write a Telesales Script](#). Each article offers a slightly different perspective on how to succeed. Refer customers to these links to self-select what might be useful to their business development objectives.

Once your customer has developed a written framework of what they want to say that will motivate a purchase, have them try it out a few times with people that they are comfortable with. Encourage them to invite honest feedback and refine their script accordingly. The more they become comfortable and confident that it works, the more they will see themselves succeeding in an actual selling exchange.

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