

FedEX[®]

Sales
RED³I



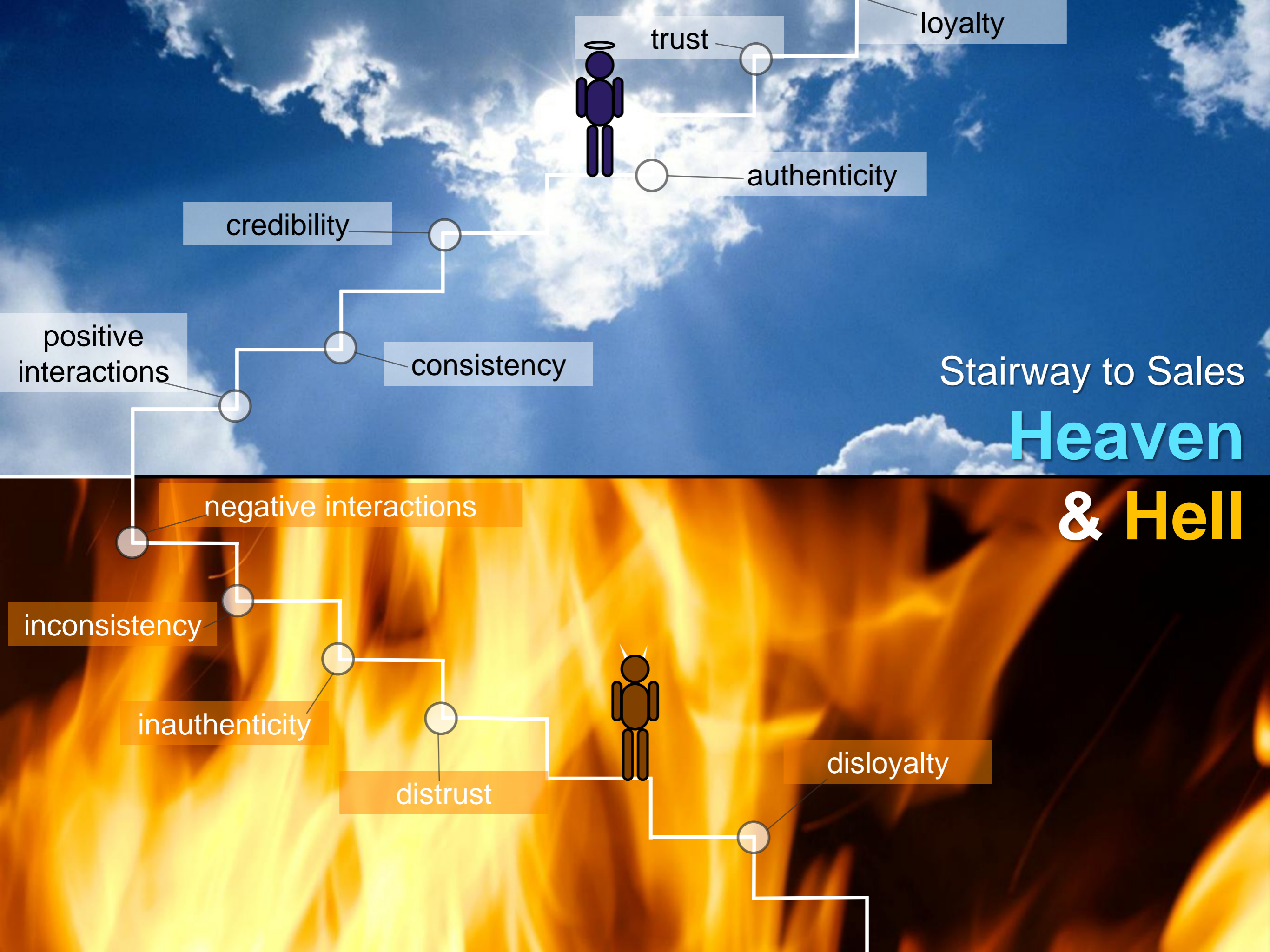
NEW YORK

- To provide a six step selling process for the sales professional's selling arsenal
- To identify a sales professional's competencies and provide intervention techniques resulting in enhanced selling skills
- To deliver probing methods to assist the sales professional in determining and quantifying key customer business issues
- To provide methods to develop and demonstrate FedEx solutions to address the identified, relevant customer issues
- To provide a selling method to identify a customer's barriers and process to assist in breaking them down



Why does FedEx need SalesREDI?





loyalty

trust

authenticity

credibility

consistency

positive interactions

Stairway to Sales Heaven

negative interactions

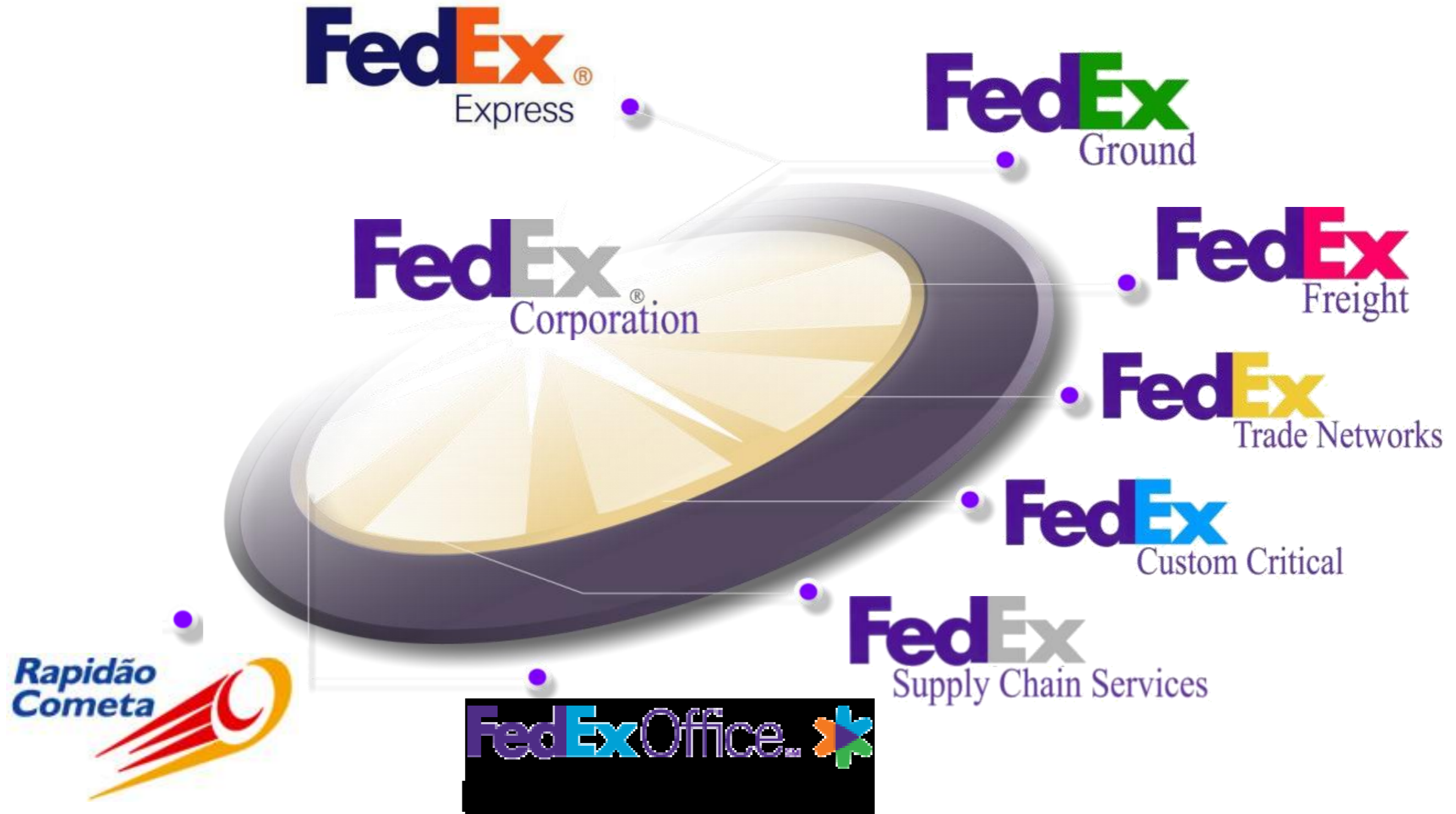
& Hell

inconsistency

inauthenticity

distrust

disloyalty



284 

12+ 



What is Selling?





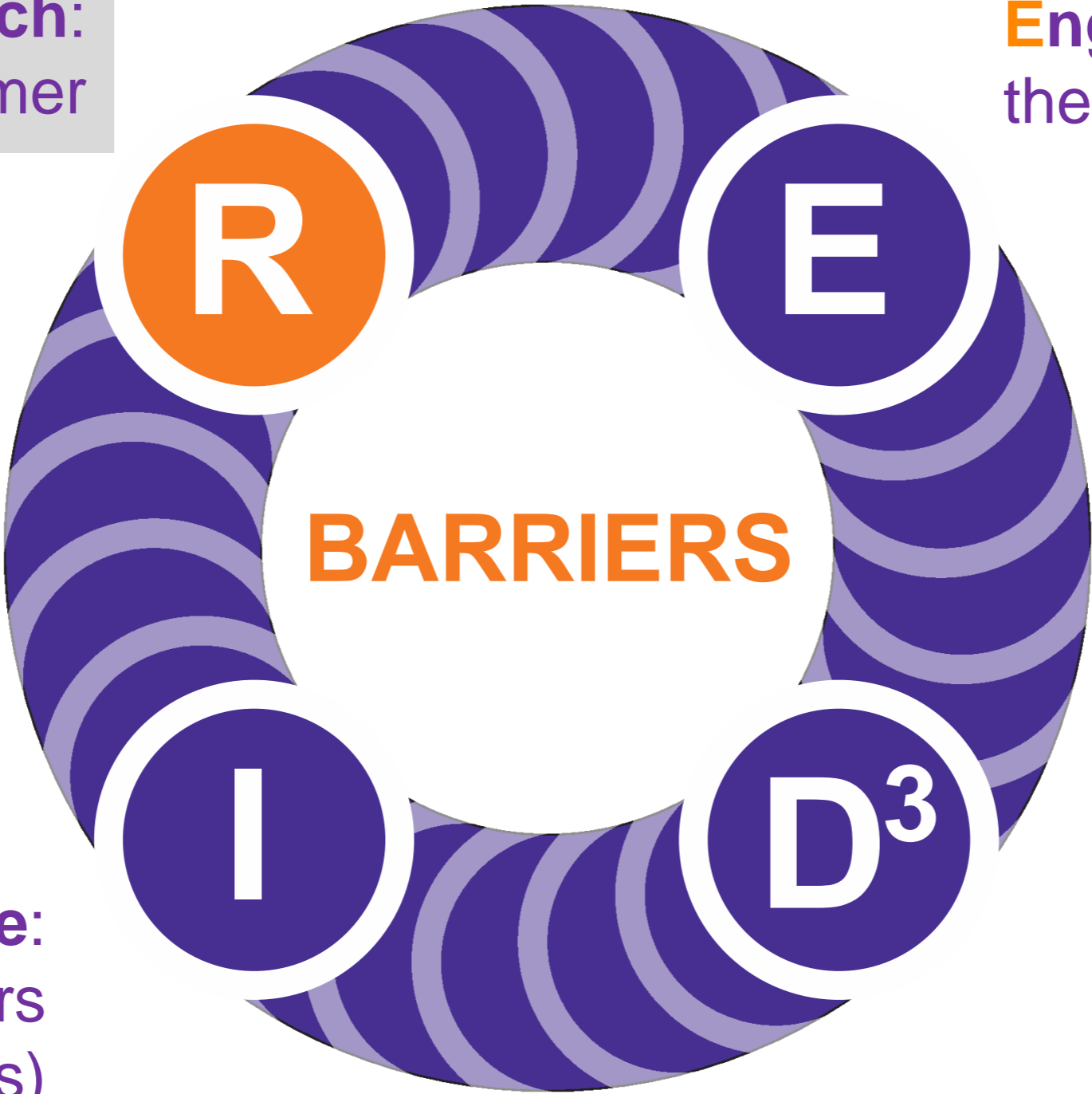
SalesRED³I

RESEARCH

FedEx®

Research:
the customer

Engage:
the customer



Discover:
the customers
need(s)

Develop:
appropriate
solution(s)

Initiate:
the customers
solution(s)

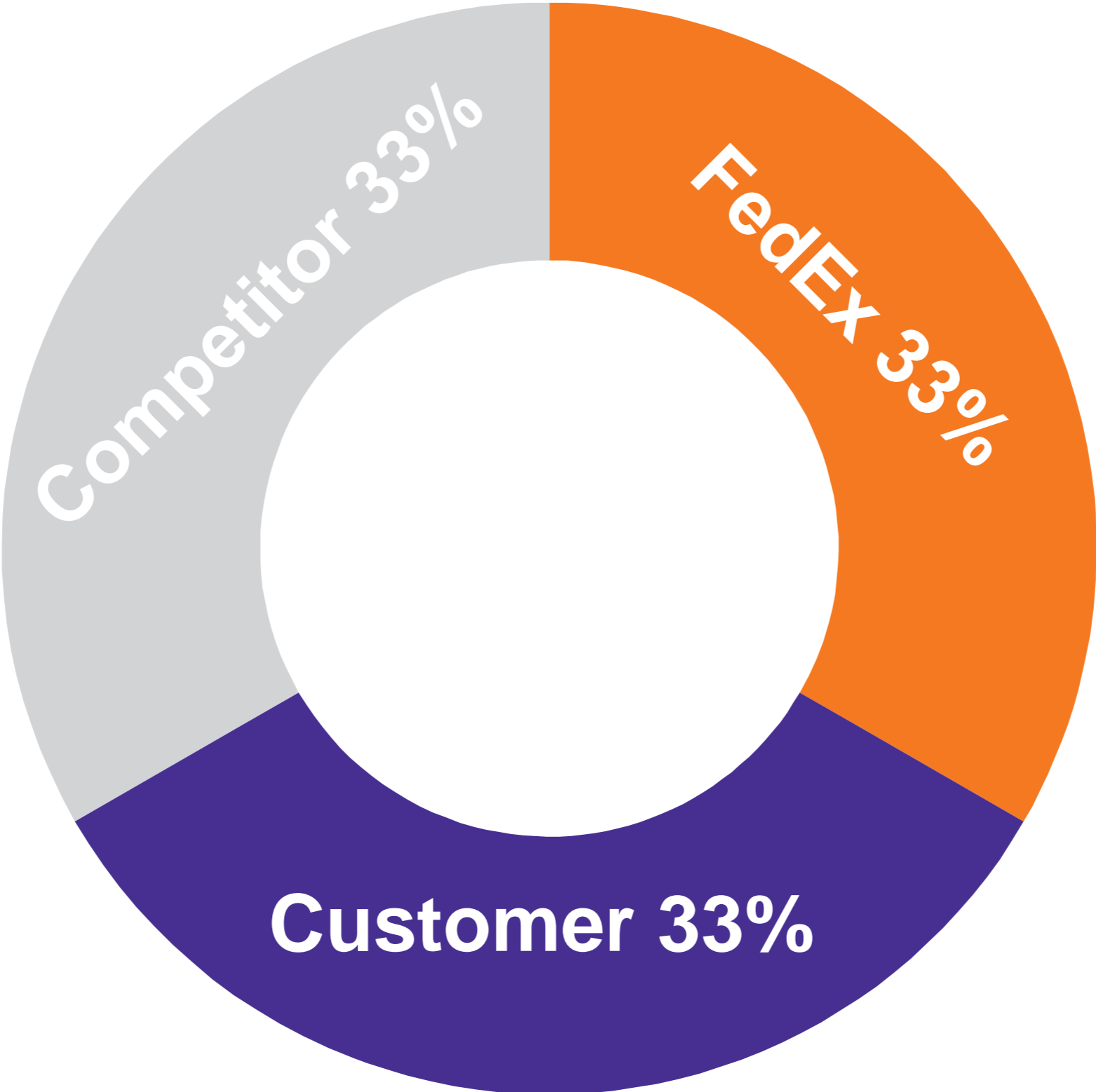
Demonstrate:
FedEx Value

- Impact that Research has on the subsequent **SalesRED3I** process
- Three areas of Research
- Topical area in the Research phase most often overlooked
- Part of the W3 triad which contributes most to the call target
- Main purpose of establishing a call target

R E D³ I

- The customer's business focus and the industry in which the customer competes (its competitors, industry leaders, industry trends, etc.)
- The customer's short and long-term goals
- Identifying who the decision maker is
- Information provided on the customer's web site
- The competitor the customer is using
- How the competitor services the customer
- How FedEx can support the customer





What do I know?

What I do not know?

What do I need to know?

3

INTERNAL

Strength
Weakness

EXTERNAL

Oppportunity
Threat

Establishing Sales and Call Targets



To initiate the business and gain 10 packages a day outbound from the marketing department

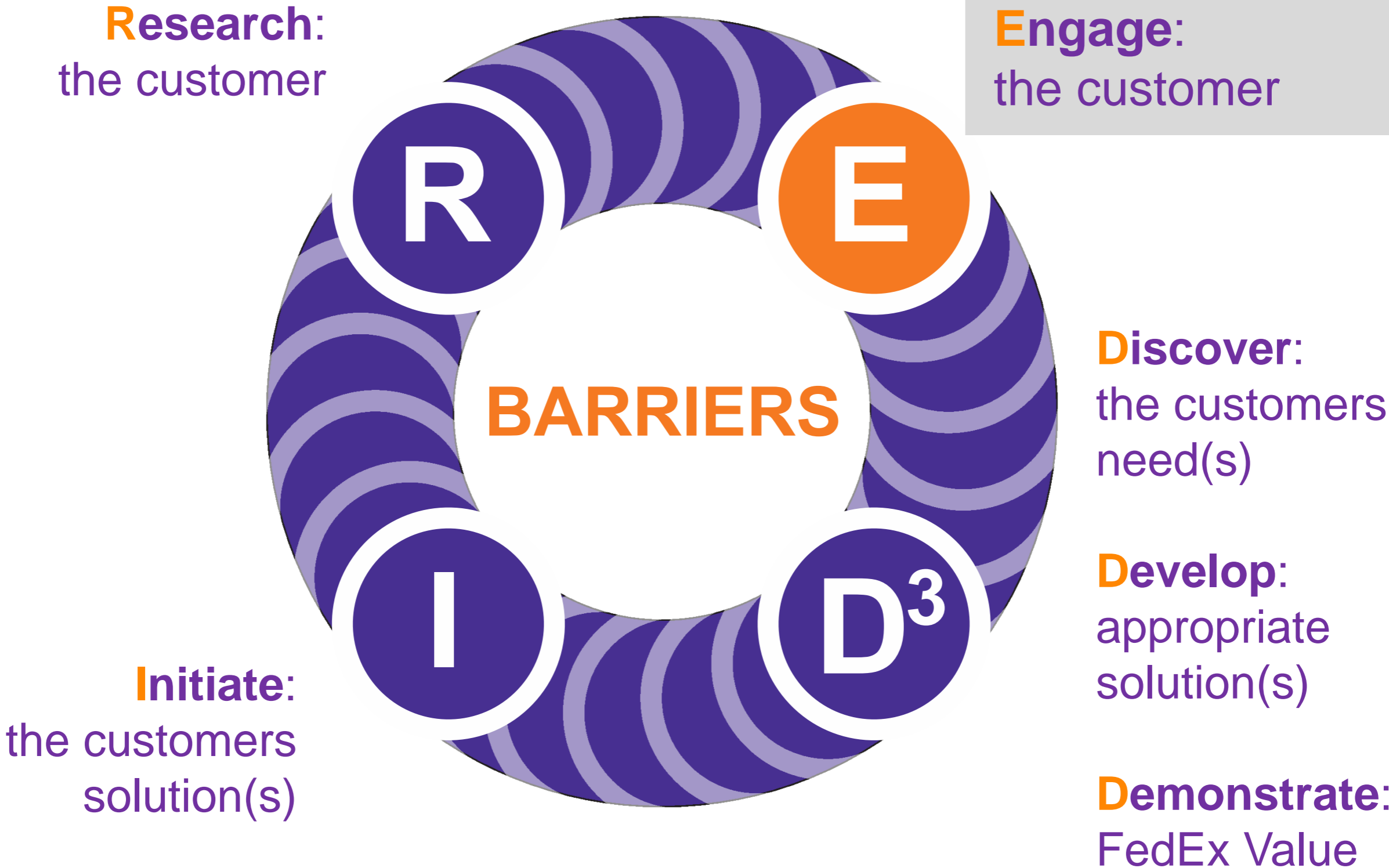




SalesRED³I

ENGAGE

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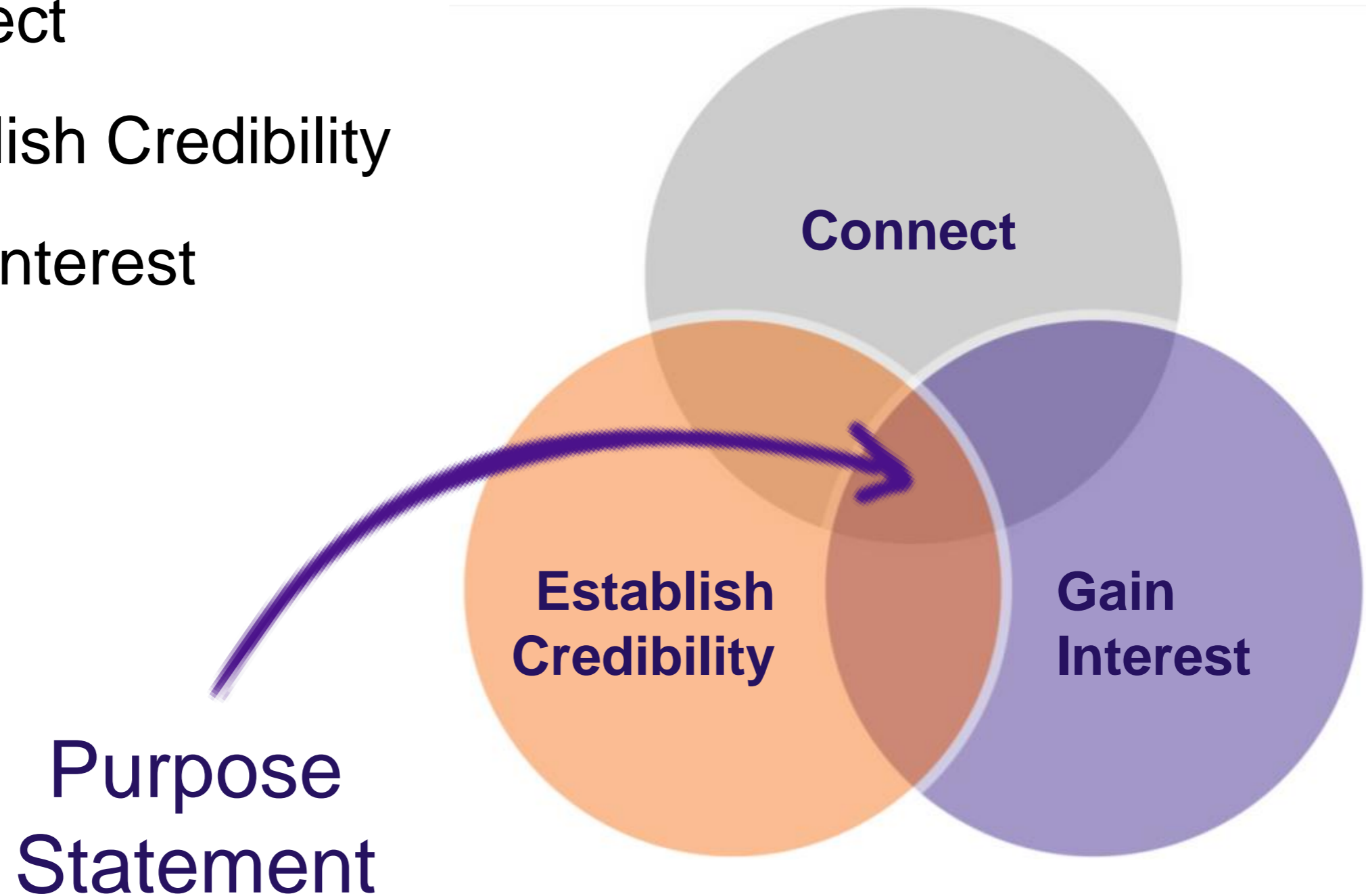


- Identify the components of the Engage phase
- Differentiate between components of Engage:
 - Connect
 - Gain Interest
 - Establish Credibility
- Identify the six buying motives
- Differentiate between buyings motives and personal buying needs
- Distinguish the differences between the four social styles
- Identify the most complete purpose statement





- Connect
- Establish Credibility
- Gain Interest



- First Impressions
- When was the last time you were effectively engaged with a sales professional?
 - What does 'Engage' mean to you?





CONNECT

- In what ways can we connect with a customer?
- Why is it important to build a relationship with the customer?
- Is it easy to connect?





- Eye Contact
- Sense of Humor
 - Smile
 - Handshake
- Show interest in customer's interests
 - Find 'links'
- Pay attention to body language, tone of voice, inflection along with other senses

"Create a favorable 'link' between your internal nature your core beliefs and values to the external world where you work and interact with others"





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FedEx

FedEx World Service Center

ESTABLISHING
CREDIBILITY



- Credible means...capable of being credited or believed, worthy of belief, entitled to confidence
- It is the quality or power of inspiring belief or trust in a person
- Can be compared to currency...allows you to buy more time with the customer, peaks interests and commitment

GAIN INTEREST



- What are some ways to gain someone's interest?
- Why do people buy things? Reasons?
- What is the difference between a **need** and a **want**?
- Do people have personal reasons for buying?



BUYING MOTIVES



PERSONAL NEEDS

1. Save Time
2. Save Money
3. Make Money
4. Enhance Image
5. Survive in the Marketplace
6. Peace of Mind





- Irrational
- Emotional
- Often not stated
- Hard to pin down or define
- Difficult or impossible to substantiate

Buying Motives

Personal Needs

**Are directly
stated**

**Are usually
implied**

**Focus on
business results**

**Focus on
emotional wins**

Rational

Emotional



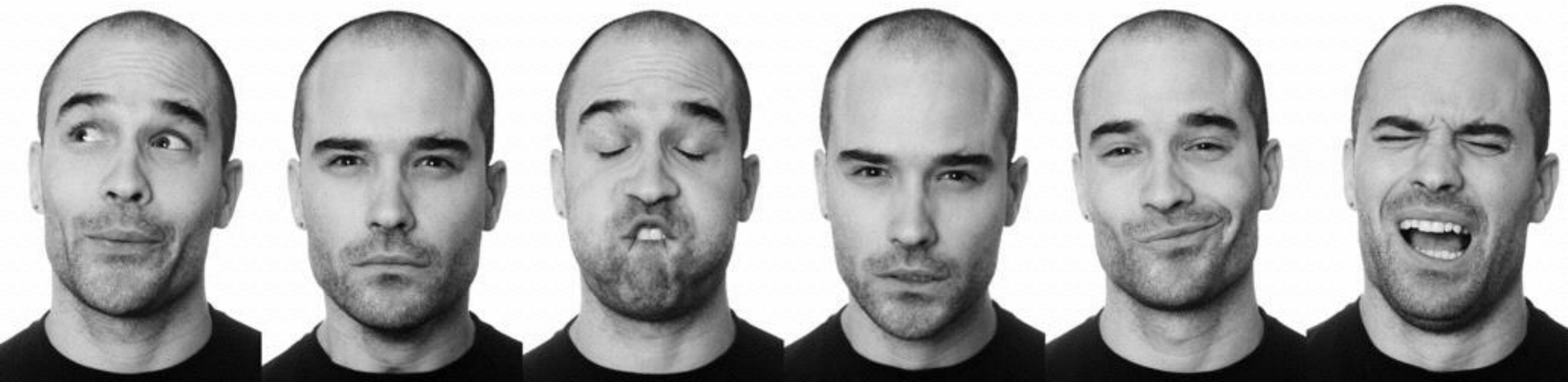
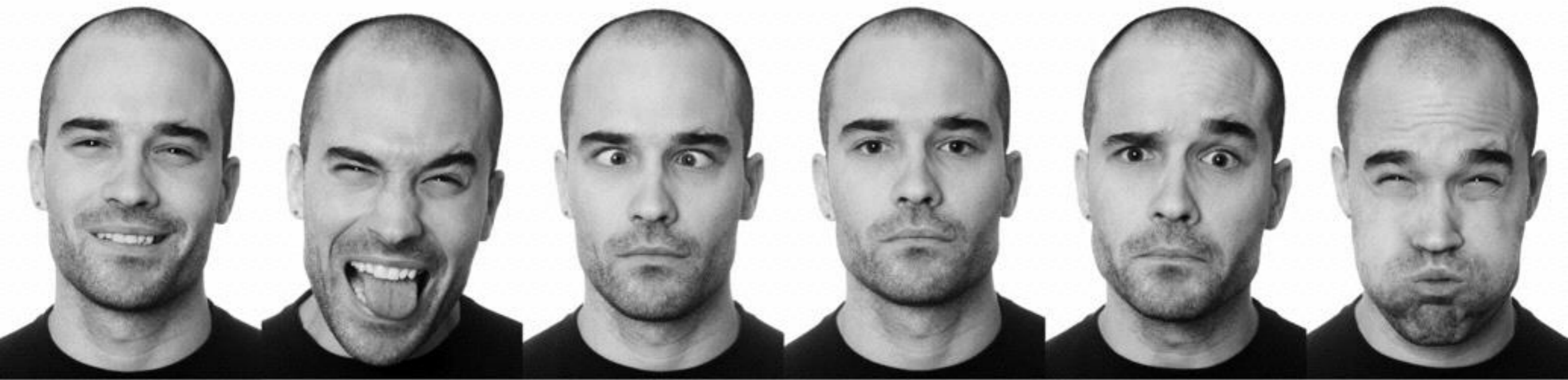
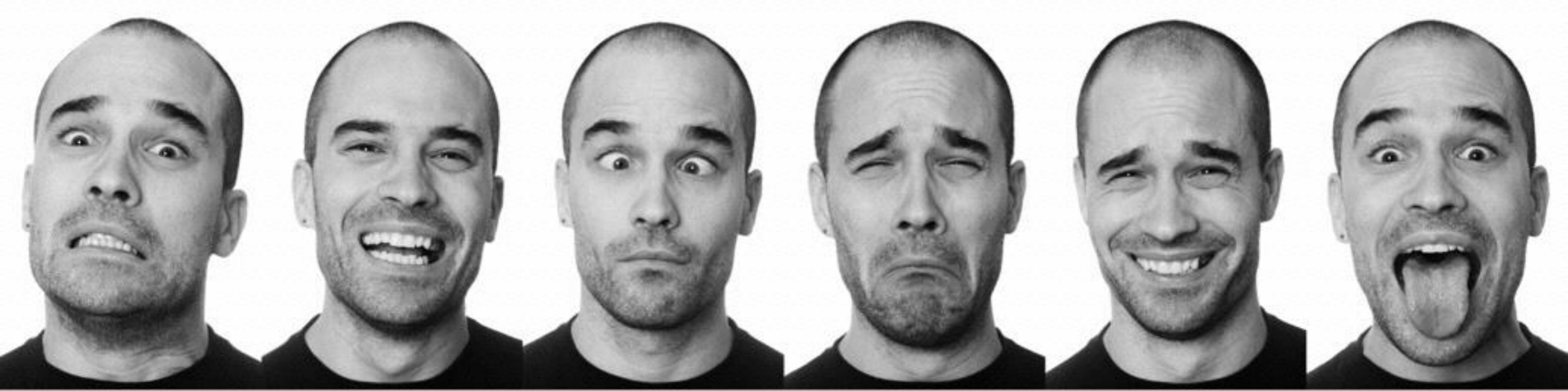
PURPOSE STATEMENT

- Sets up the direction for the call
 - Gains the customer's interest
 - Helps establish credibility



- Social style is the behavior one exhibits when interacting with others.
- Allows a sales professional to adapt to the customer and can help identify benefits most likely matching a customer's personal needs





1. Driver
2. Analytical
3. Amiable
4. Expressive



What are some adjectives that describe these four social styles?

The better a sales professional can adapt to his/her own social style the better the customer will respond





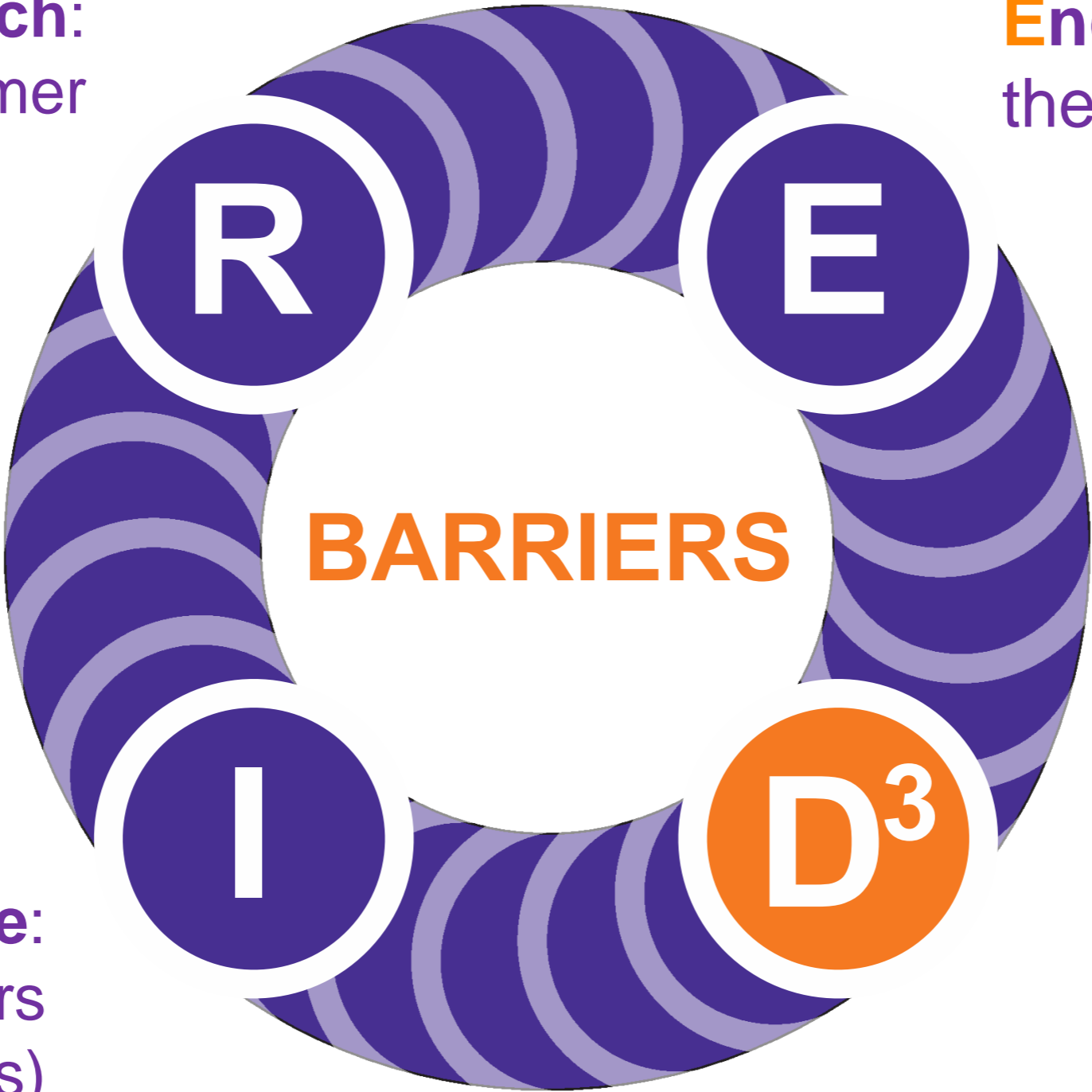
SalesRED³I

DISCOVER

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Research:
the customer

Engage:
the customer



Discover:
the customers
need(s)

Initiate:
the customers
solution(s)

Develop:
appropriate
solution(s)

Demonstrate:
FedEx Value

- Identify the key to gaining information from the customer in the Discover phase of the process
- Differentiate between situational and buying motive questions
- Identify the utility of certain questioning techniques

R E D³ I

Obtain
Knowledge
through:

- **Search**
- **Inquiry**
- **Observation**





What is an example
of your best **question**?

MAP LEGEND

Magic Kingdom® Resort Area

- 1 Disney's Contemporary Resort
- 2 Disney's Fort Wilderness Resort & Camp
- 3 Disney's Grand Floridian Resort & Spa
- 4 Disney's Polynesian Resort
- 5 Disney's Wilderness Lodge
- 6 The Villas at Disney's Wilderness Lodge
- 7 Disney's Wedding Pavilion

Epcot® Resort Area

- 8 Disney's Beach Club Resort
- 9 Disney's Yacht Club Resort
- 10 Disney's BoardWalk Inn
- 11 Disney's BoardWalk Villas
- 12 Disney's Beach Club Villas
- 13 Disney's Caribbean Beach Resort
- 14 Walt Disney World Swan and Dolphin

Downtown Disney® Resort Area

- 15 Disney's Port Orleans Resort – French Quarter
- 16 Disney's Port Orleans Resort – French Village
- 17 Disney's Old Key West Resort
- 18 Disney's Saratoga Springs Resort & Spa
- 19 Best Western Lake Buena Vista Hotel & Spa
- 20 Courtyard by Marriott
- 21 DoubleTree Guest Suites Resort
- 22 Regal Sun Resort
- 23 Hotel Royal Plaza
- 24 The Hilton Resort
- 25 Buena Vista Palace Hotel

Disney's Animal Kingdom® Resort Area

- 26 Disney's All-Star Sports Resort
- 27 Disney's All-Star Music Resort
- 28 Disney's All-Star Movies Resort
- 29 Disney's Coronado Springs Resort
- 30 Disney's Animal Kingdom Lodge

Disney's Wide World of Sports® Complex

- 31 Disney's Pop Century Resort (New)

Golf Courses

- A Disney's Magnolia Golf Course
- B Disney's Palm Golf Course
- C Disney's Oak Trail Golf Course
- D Disney's Osprey Ridge Golf Course
- E Disney's Eagle Pines Golf Course
- F Disney's Lake Buena Vista Golf Course

Miniature Golf

- G Disney's Winter Summerland Miniature Golf
- H Disney's Fantasia Gardens Miniature Golf



Orlando International Airport
(20 Miles)

Magic Kingdom® Park

Animal Kingdom® Theme Park

Disney's Blizzard Beach Water Park

Disney-MGM Studios

Epcot®

Downtown Disney® Area

Disney's Typhoon Lagoon Water Park

Disney's Wide World of Sports® Complex

U.S. 192

Osceola Parkway

Directions to the **Walt Disney World® Resort**

Driving from Orlando International Airport, take the South Exit (417 South) to Osceola Parkway West (Exit 3). Follow the signs to the **Walt Disney World® Resort**.

Driving West on I-4 Exit 68, 67 or 64B. Or driving East on I-4 Exit 64B, 67 or 68. Follow the signs to the **Walt Disney World® Resort**.

To Tampa

To Orlando & International Drive

Method One Attributes

Method Two Attributes

**Preplan and set
areas to see**

Go with the flow

Visit pre-set spots

**Let the current
speed and direction**

**Avoid obstacles
or slow spots**

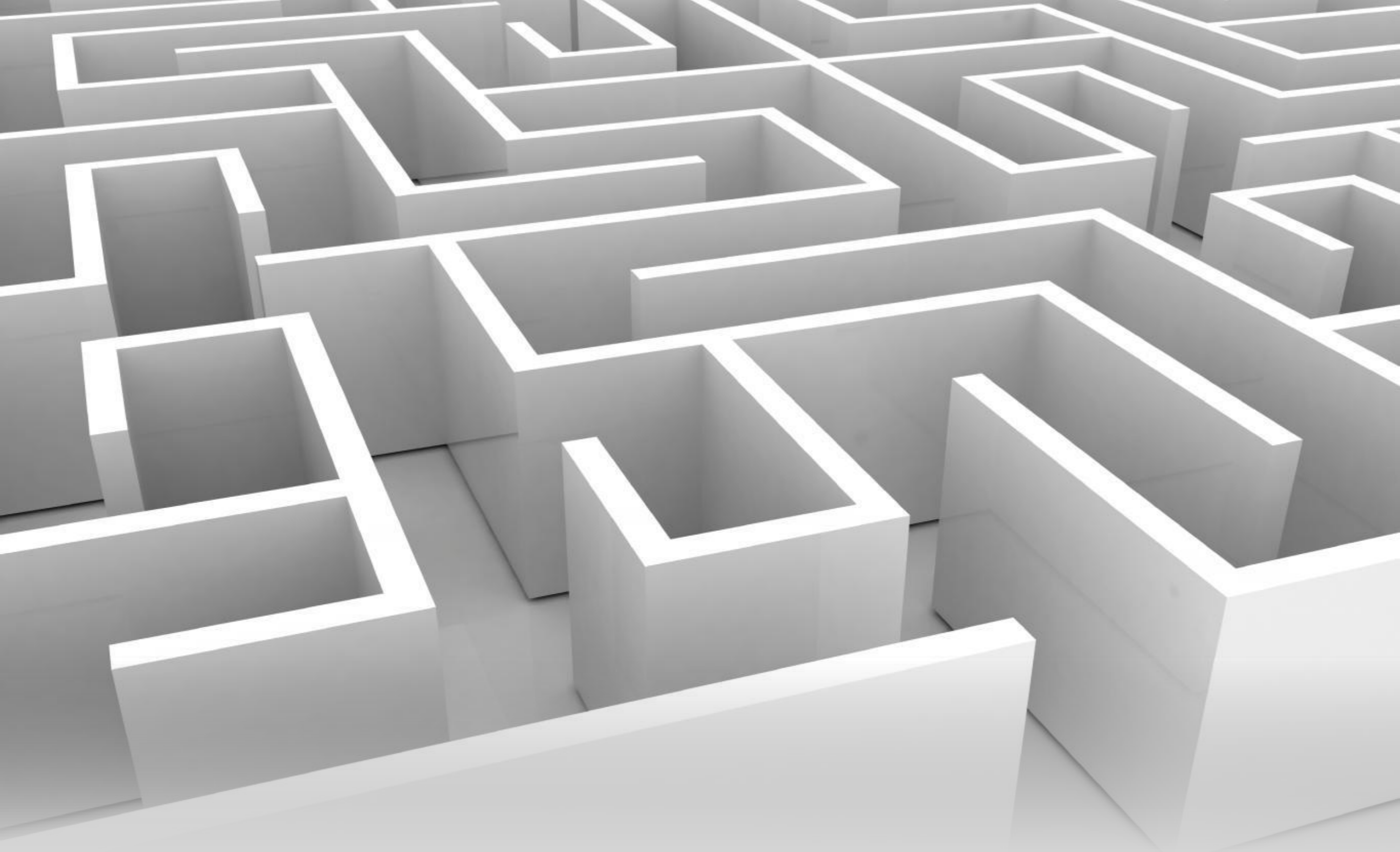
**May miss
some scenery**

Takes longer

**Gets to the
end sooner**



TYPES OF QUESTIONS FOR DISCOVER



Situational Questions



Buying Motive



Open-Ended



Close-Ended

- **7% Words**
- **38% Tone of Voice**
- **55% Body Language**



- **Special Needs**
- **Operations**
- **Automation**
- **Products**

pg.24 - 25





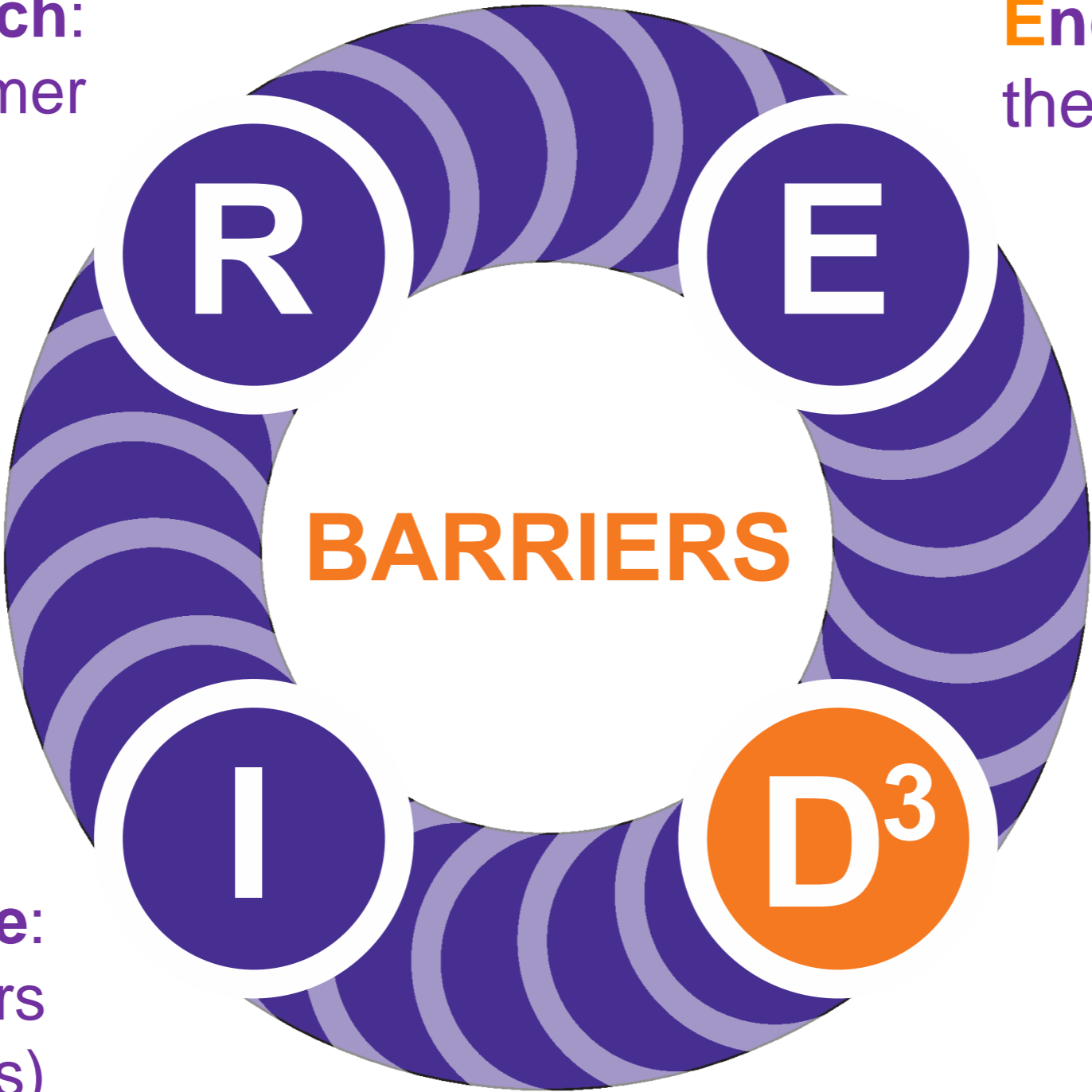
SalesRED³ⁱ

DEVELOP

FedEx®

Research:
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Engage:
the customer



Discover:
the customers
need(s)

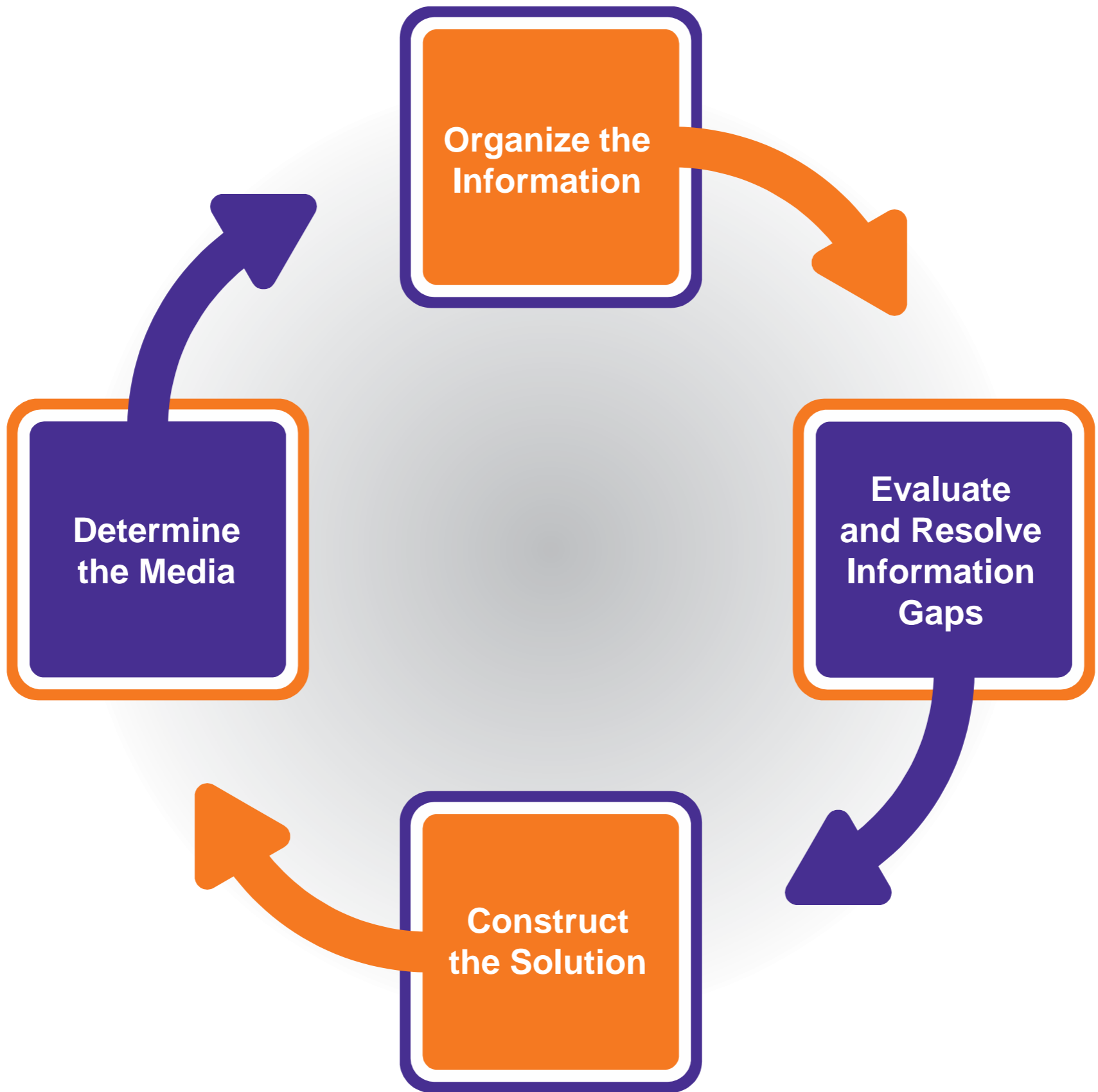
Develop:
appropriate
solution(s)

Initiate:
the customers
solution(s)

Demonstrate:
FedEx Value

- Identify the activities specific to the Develop phase allowing you to move to the Demonstrate phase
- Identify Features, Benefits, and Relevance

R E E D³ I





- What the customer wants to accomplish
- Any problems the customer is having
- Key phrases or words the customer used
- Corporate goal related to the need
- Decision process

- What I do not know?
- What is missing?
- Does the information I have make logical sense?
- Can I answer who, what, when, where, how, why and how much?
- Do I understand the consequences to the customer for not acting?



- Type of Business
 - Audience
 - Location
 - Time Allotted
- Social Style of Customer



- A fact about a capability of a product or service
- Primary Features vs. Value - Added Features



FEATURES

- What the customer will gain as a result of using a feature of a product or service



BENEFIT

- How a feature specifically applies to the customer's need, buying motive and/or personal need



RELEVANCE

- A calculation resulting in a specific number or amount, used for comparison



QUANTIFICATION

Feature + Benefits + Relevance + Quantification

= TOTAL SOLUTION

pg. 15



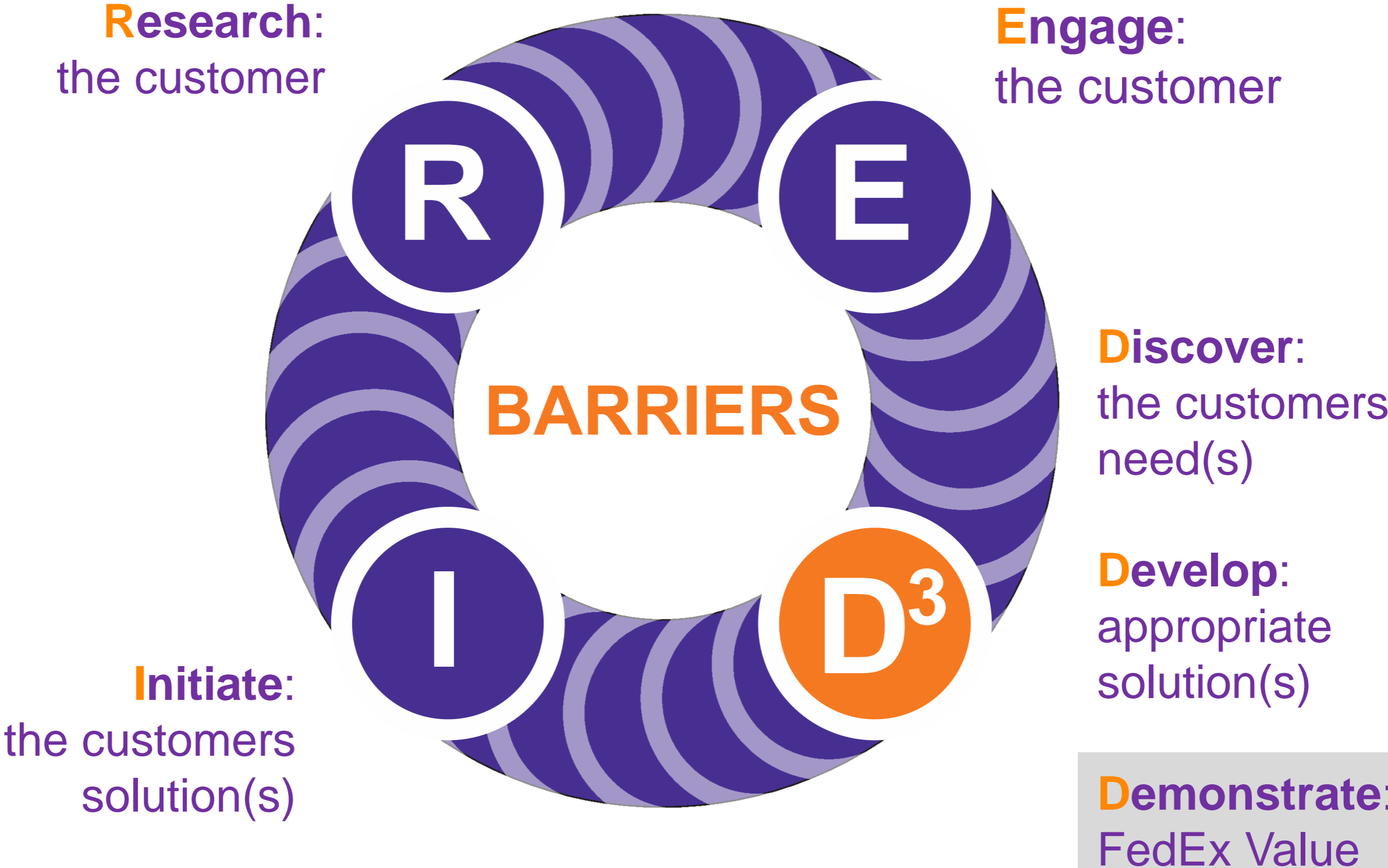
TOTAL SOLUTION



SalesRED³I

DEMONSTRATE

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- Quantify total cost using data provided
- Differentiate between hard and soft costs
- Identify the key function of the Demonstrate phase

R E E D³ I

TOTAL COST ANALYSIS



Assumptions:



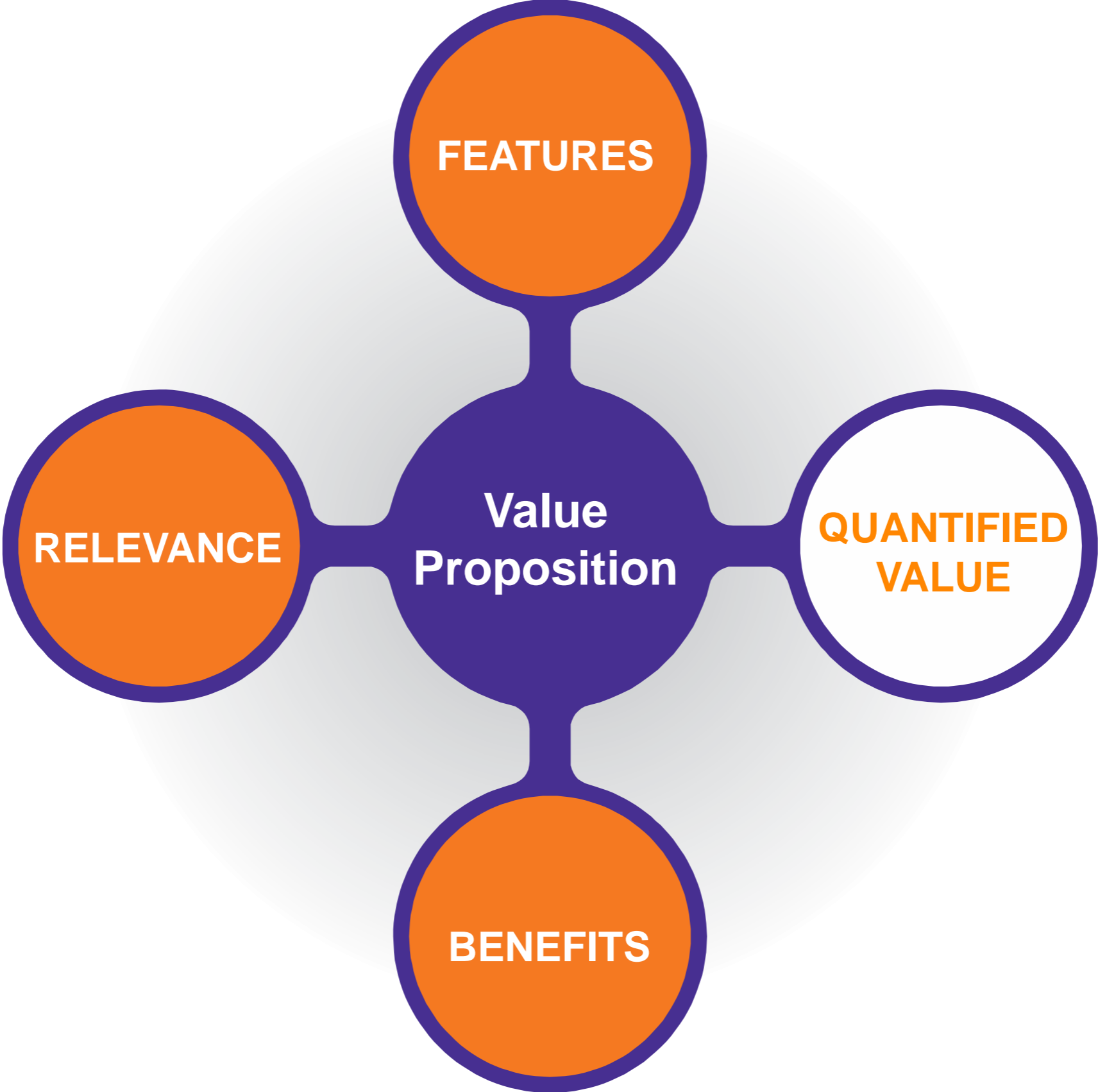
Shipping

- Package average of five pounds is applied to all shipments (\$38.25)
- Soft Costs
- Client receives 3 calls/day to track packages
- Customer service agent wage = \$20/hr
- Customer service agent sells when not doing customer service duties
- Customer service agent generates \$10,000/week in sales
- Profit margin is 16%

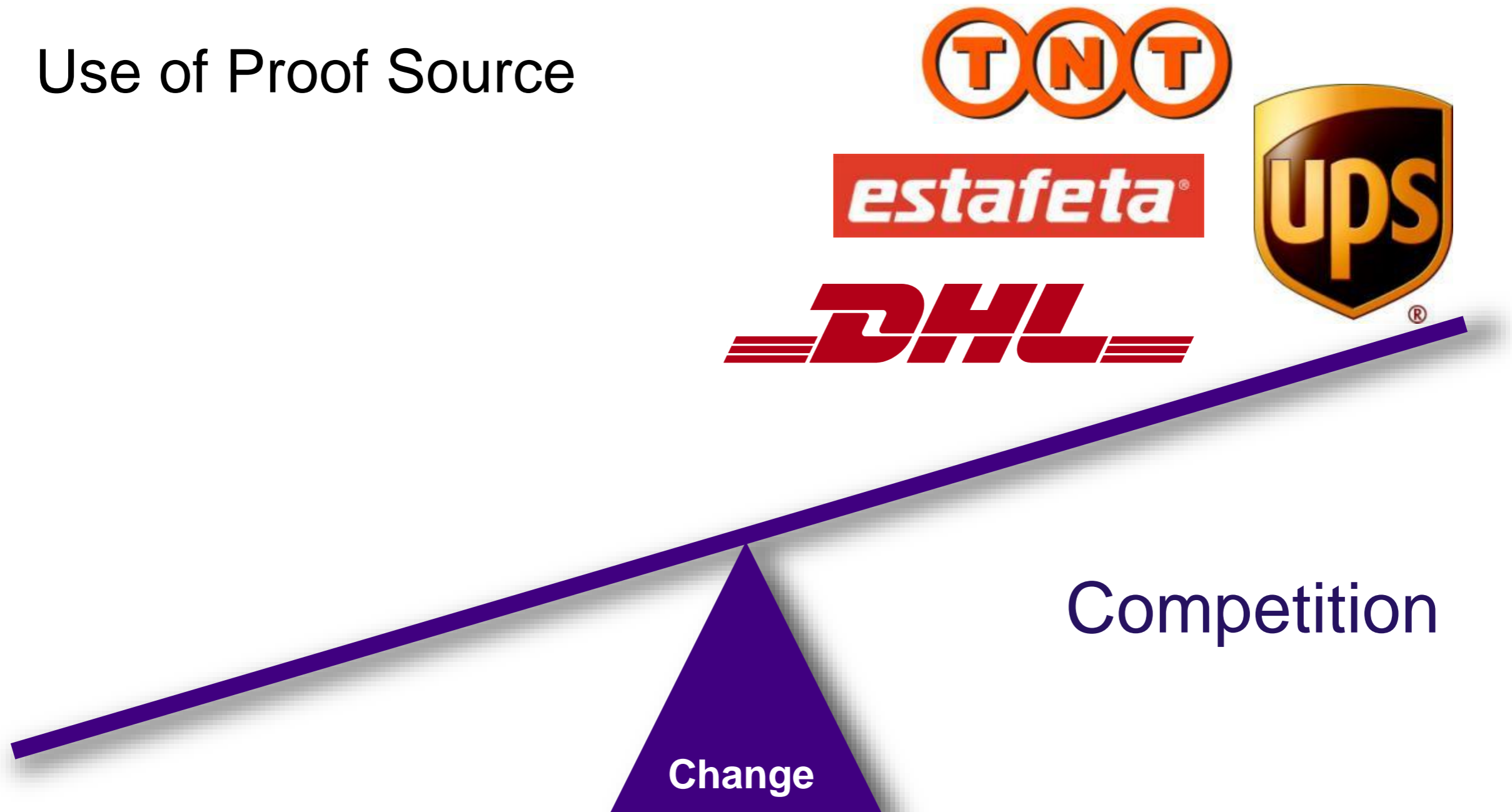


Reduction/Savings/Svc Level

- New package design will reduce claims by 50% if used in the FedEx system
- External package consulting fee for 16 hours would be \$1,600
- Four claims per month results in an average of 48 claims per year
- Satisfaction Guarantee refund equals \$100 per damage package
- ABC will lose one out of every five customers who experience one late shipment
- Average customer spends \$8,000 per year with ABC

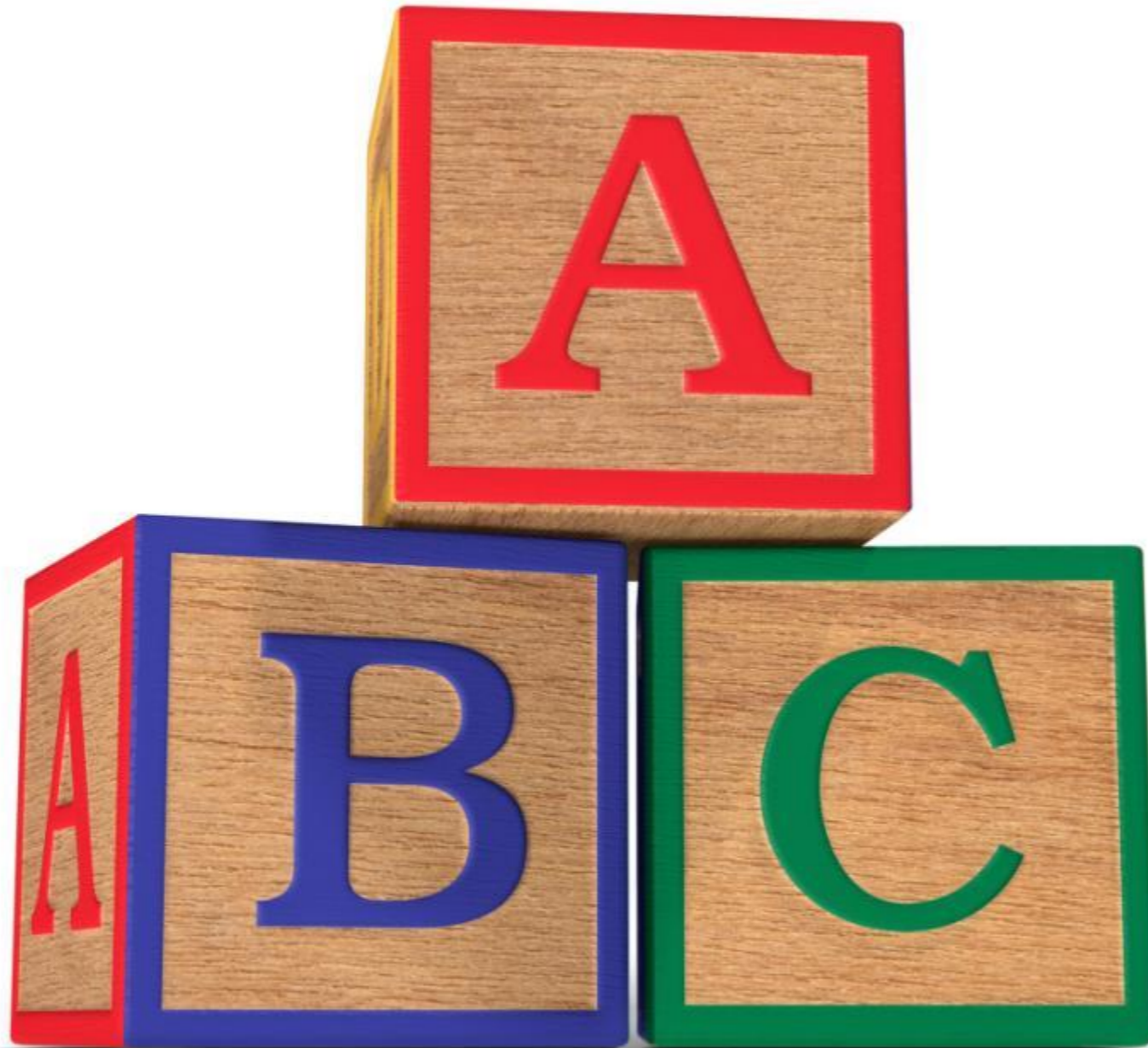


- Customer Centric
- Quantify Value
- Use of Proof Source



- **Hard Costs:** can be quantified and are factual - not open to interpretation
ex: salary, rent, and rate sheets
- **Soft Costs:** a result from inefficiency or other variables open to interpretation
ex: lost productivity and cost of lost orders





- **Identify costs:**
 - ✓ *HARD*
 - ✓ *SOFT*
- **Read ABC Scenario**
- **Quantify the FedEx Value Proposition**



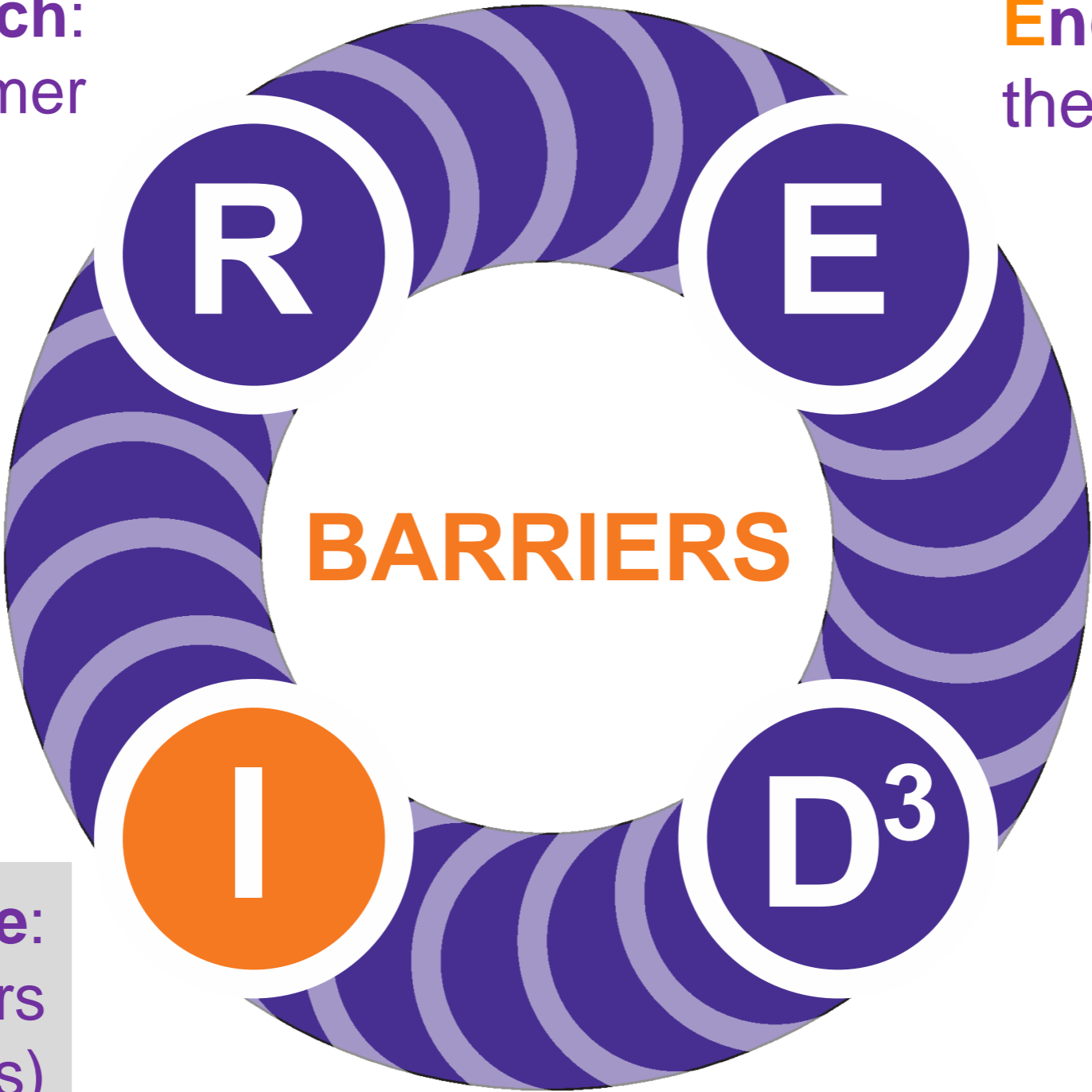
SalesRED³I

INITIATE

FedEx[®]

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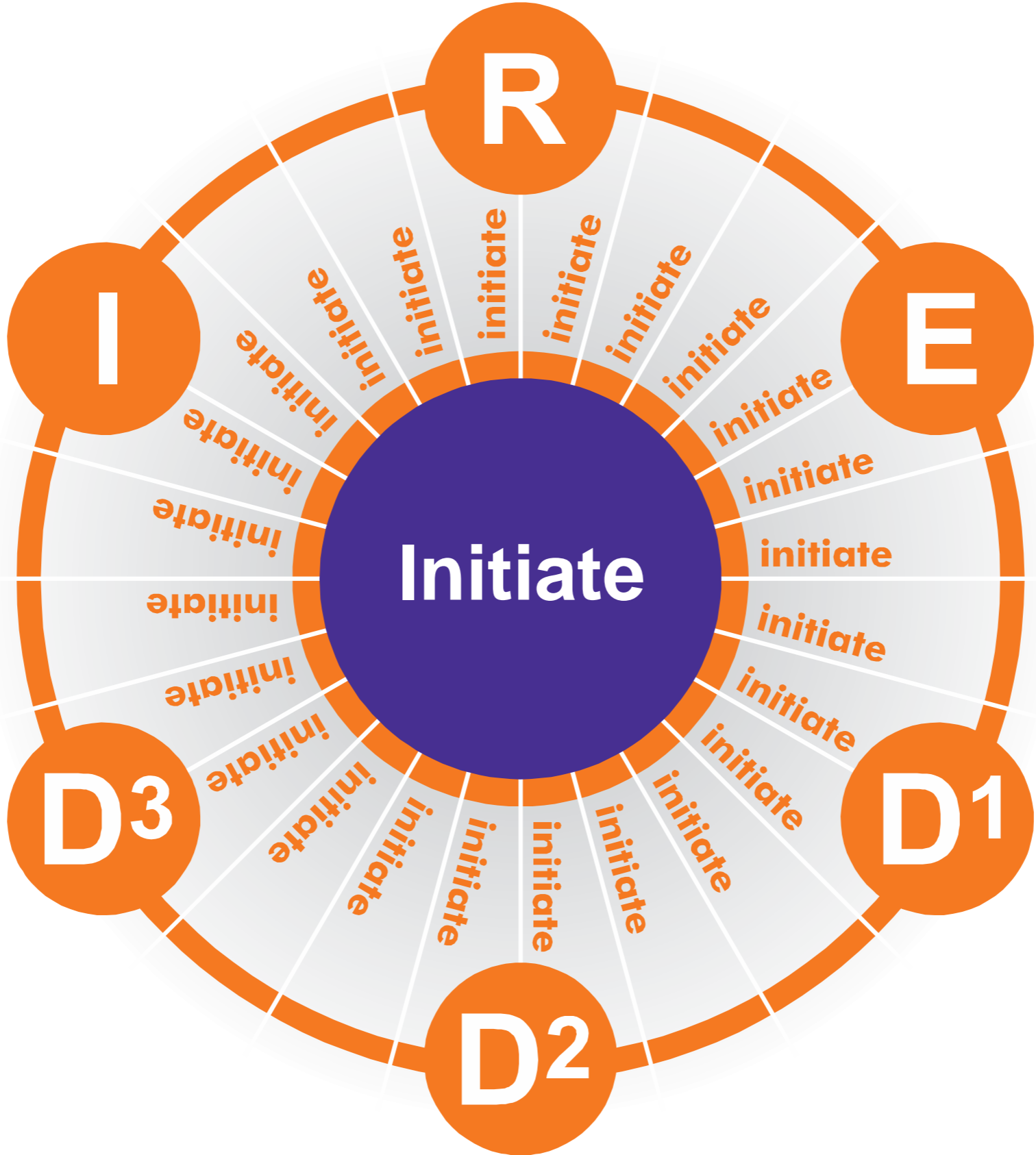
WHAT DOES

"INITIATE"

MEAN

TO YOU?





- Obtaining a follow-up sales call
- Initiating next steps to gain the business
- Initiating a new solution at an existing customer
- Tying one end of a call to another





- Summarize need, Solution, and Benefit
- Confirm Customer Agreement
- Ask the Customer to go to the Next Step

FedEx[®]
National LTL

MOT

Purple Promise

GSMART

FedEx[®]
Ground



Customer Experience

TS

FedEx[®]
Express



iSell

TD

FedEx[®]
Truckload Brokerage



1Source

Touch Points

DIA

FedEx[®]
Home Delivery



FedEx[®]
Trade Networks



Employee 2.0



The Initiating Phase
can be intimidating

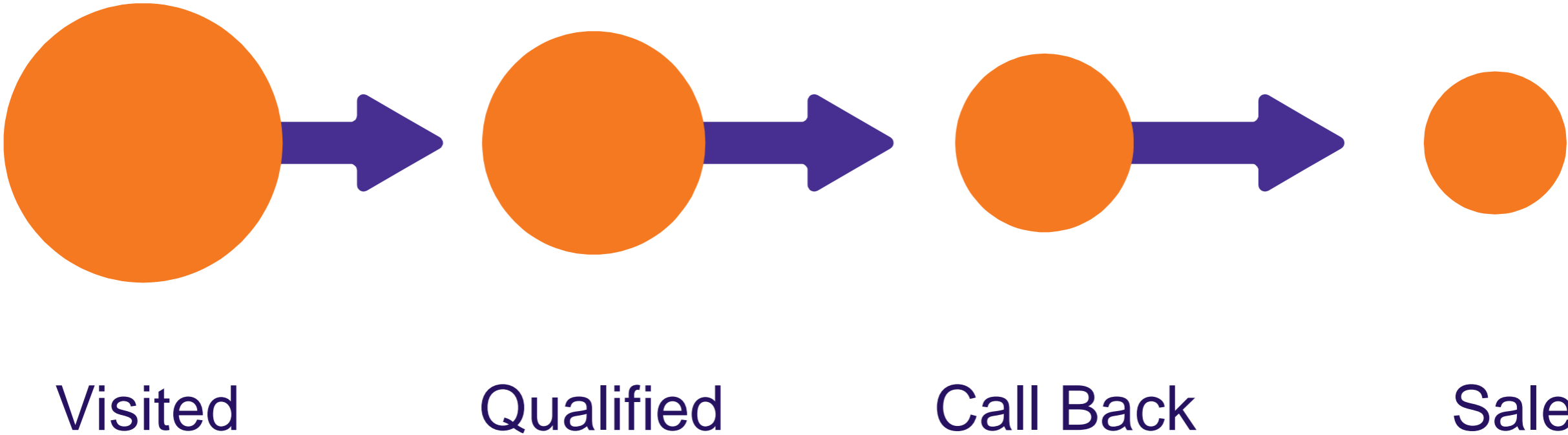


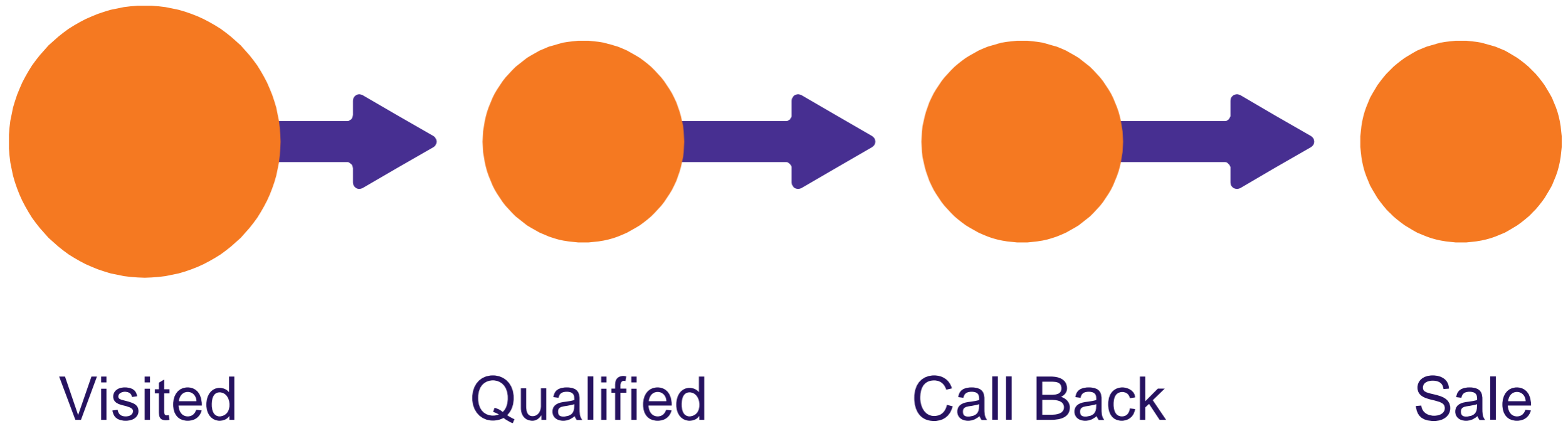
- Plan, coordinate, communicate and act
 - ✓ Pick-up and operations
 - ✓ Automation
 - ✓ Pricing
 - ✓ Training and/or job aids
 - ✓ Any special arrangements

- Should be there on the first day of shipping



Typical Sales Cycle **without** SalesREDI







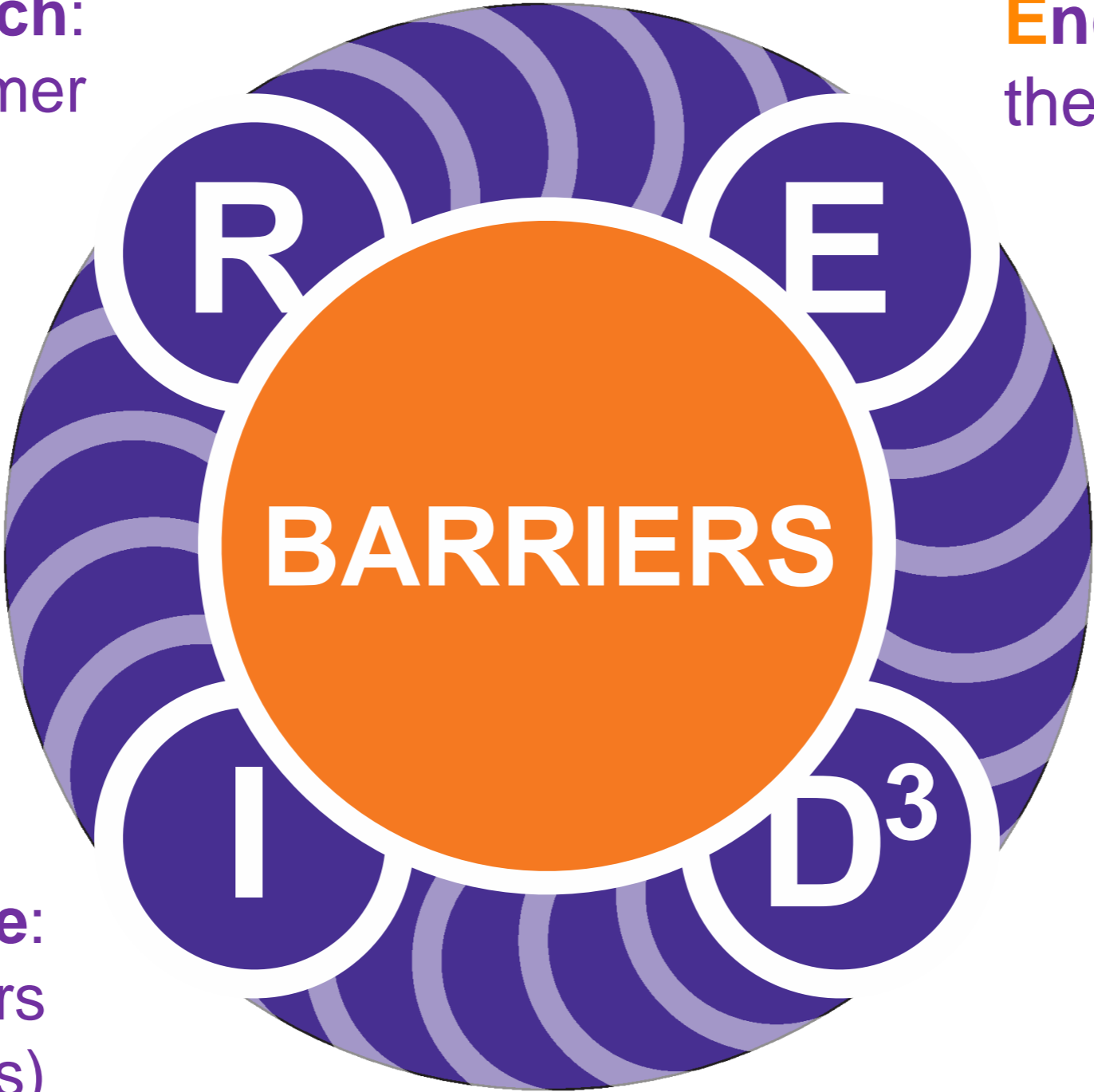
SalesRED^{3I}

BARRIERS

FedEx[®]

Research:
the customer

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Develop:
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solution(s)

Demonstrate:
FedEx Value

Initiate:
the customers
solution(s)

- Differentiate between using SalesRED3I to remove barriers and using it as a selling process
- Identify the reasons a customer may raise a barrier

R E D³ I

Sometimes barriers are easy to resolve



**Objections are an important part of the sales process.
Objections are simply a customer looking for more information.
Handle the objection and you will make the sale.**





**WHY DO
CUSTOMERS
RAISE
BARRIERS?**





Maybe they
misunderstand
what we are trying
to sale them



HOW DO
BARRIERS
MAKE YOU
FEEL?







As soon as you spot disappointment or barriers

**TO OVERCOME BARRIERS, USE THE
SalesRED₃I PROCESS**

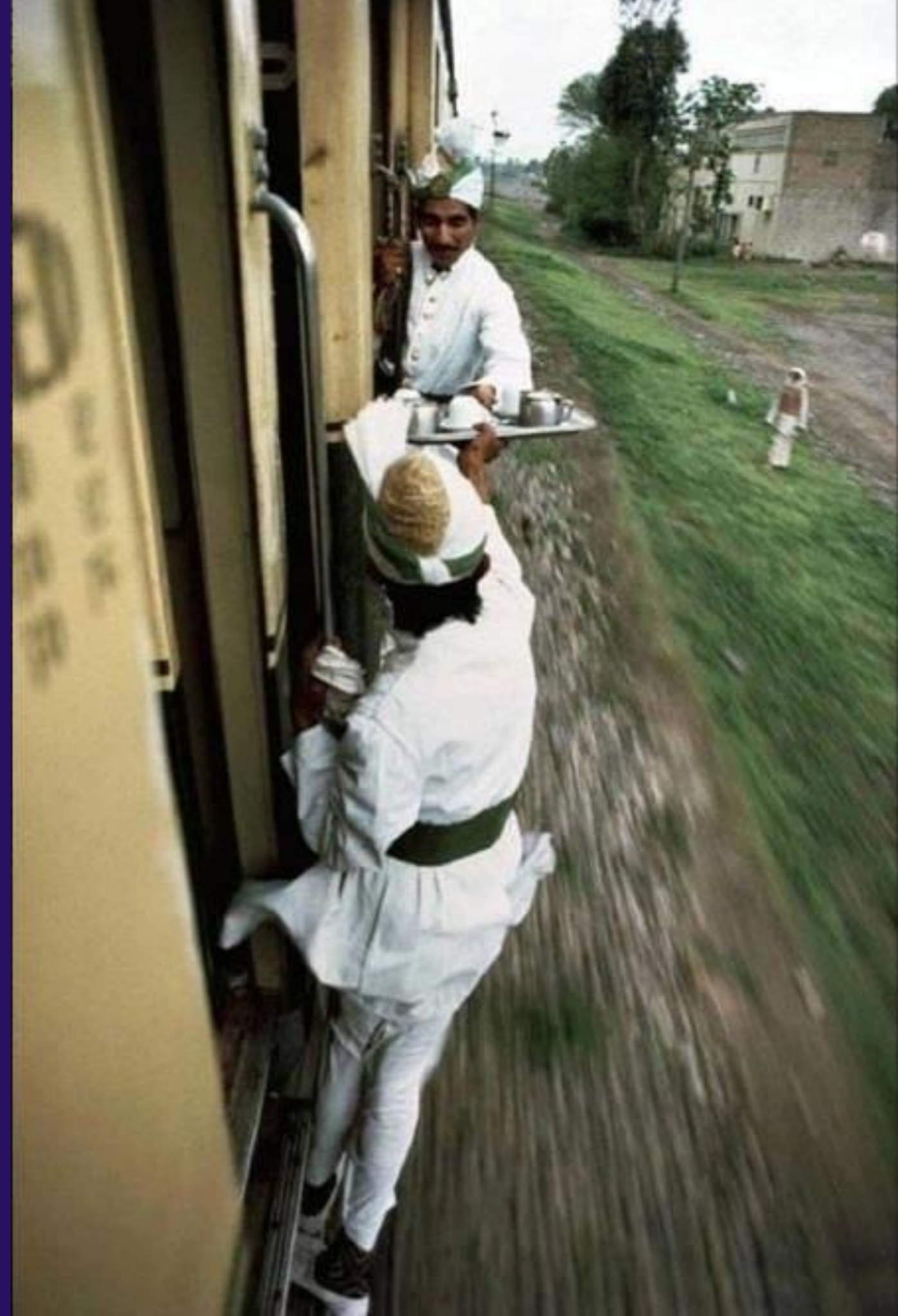




Research
to anticipate
the barriers

Engage

Connect with the customer and acknowledge the barrier



Discover

Ask and actively listen until the barrier is fully understood



Develop
an appropriate solution
to remove the barrier



Demonstrate
the solution that removes
the barrier



Initiate
Bend over
backwards, and
confirm the
barrier has been
removed



Breaking Down Barriers



Place the responsibility on the customer's shoulders as a form of appeal for clarification as to why the proposal is not acceptable

Thank the customer and then apologize. The customer won't understand the need for an apology and will likely question you.

Explain that you believe you offered the right solution, but you must have missed something.

Ask the customer to identify what was unconvincing about the offered solution. Chances are the customer will identify a barrier that was left spoken, giving you another chance to address the customer's concerns and win the sale