

How to Sell to Clergy or Rabbi/Religious Leaders

1. Have a Plan
 - a. Know Your Objective
 - b. Know Who You Will Be Talking To
 - i. What “flavor” of church or synagogue
 - ii. Know about the likes and dislikes of the leader you will be meeting with
 - iii. Know something personal about this leader and use it to your advantage (without mentioning you know this information).
 1. EXAMPLE: When speaking to an avid baseball fan, use baseball term or images in your presentation
 2. EXAMPLE: When speaking to someone who just went skydiving for the first time, speak about taking a leap of faith or packing your own chute.
 - c. Have a Well Formulated Approach
 - i. Know Why this product will Benefit Your Potential Customer
 - ii. Have a Powerful Hook to Grab their Attention at the Beginning
 1. Read Milo Frank’s book: How to Get Your Point Across in 30 Seconds of Less
 - d. Know What You Are Going to Ask For – even if it is only another appointment
 - e. Know How to Get Your Point Across Quickly and Powerfully
 - i. Again, Read Milo Frank’s book: How to Get Your Point Across in 30 Seconds of Less
2. Pre-Qualify the Clergy/Rabbi to Ensure Success
 - a. You are more likely to succeed if:
 - i. your prospect has met you a time or two (i.e., you need to go to church/temple!)
 - ii. your prospect’s kids are a bit older
 - iii. your prospect’s congregation is large
 - iv. your prospect’s congregation is in the city vs. in the country
 - v. your prospect has been at the congregation for at least two years
3. Establish Your Credibility
 - a. Get to Know the Clergy/Rabbi
 - i. Personally Knowledge
 1. If you are a member of a congregation, talk briefly with your clergy/rabbi about the travel program with the goal of setting up and appointment to meet
 - ii. Get an Introduction to other Clergy/Rabbi of other Congregations with the goal of setting up and appointment to meet
 1. Network Via member of the congregation
 2. Network Via another clergy/rabbi you already have a relationship with
 - b. Be the Travel Expert
 - i. Remember you are dealing with a religious leader who does not wish to be embarrassed and is looking for someone he or she can trust to guide him or her. Your job will be to educate and, when needed, to help him or her weigh the merits of any competing offers.
4. Set the Appointment
 - a. Ask for an appointment at 20 minutes after the hour or 40 minutes before the hour.
 - b. WHY?
 - i. Clergy and Rabbis are Busy. This unique timing does two things:

- 1) it sounds like you will only stay for 20 minutes (rather than 30)
- 2) it sets you apart from all others who also want an appointment, improving the odds that you will get in the door.

5. Create Confidence – An Action Plan

- a. Be On Time
- b. Be Organized
 - i. Have all the materials you will need ready and with you (not in the car or office!)
- c. Be Prepared
 - i. Know the material you are going to present
 - ii. Be able to answer questions about the travel program
 - iii. Be able to respond appropriately if your prospect asks “doubting questions”:
 1. about the company
EXAMPLE: “If I buy, how will I know the company will be here in six months?”
 2. about the product
EXAMPLE: “What happens if ___ takes place?”
(insert latest natural or human made disaster)
 3. about you
EXAMPLE: “How long have you been with the company?”
 - iv. Be able to drop the names of other satisfied customers effectively

6. Be able to Listen!

- a. Listen to the needs of your prospect
- b. Ask Questions and really listen to the answers.
- c. Let the prospect lead you to the next point of your presentation and to the sale!

7. Understand and Overcome Obstacles

- a. This can only happen if you are really a good listener.
- b. Allow your prospect to finish their statements completely and then turn the obstacle into a positive using “Transition Phrases” (and agreeing with your prospect whenever possible).
 - i. EXAMPLE: “I’m sure that could be true, but here is something I know is true...”
 - ii. EXAMPLE: You’re absolutely right, and another point is...”
 - iii. EXAMPLE: “I’m sure that’s true, and another thing I’m sure of is...”
 - iv. EXAMPLE: “I agree with you, and I’m sure you’ll agree that...”

8. Clearly State what You are Offering – in other words, close the sale!

9. SOME FINAL WORDS

- a. Never be defensive
 - i. You are offering a wonderful product of great value
- b. Be Sincere
 - i. As one wise man once said, “Dishonesty Glows in the Dark”.
- c. Never put down your competition
- d. Never be so anxious to make the sale that you stop listening to the needs of your prospect!