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Selling Made Easy
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Author's Note

Hello and Welcome!

You are about to be introduced to the finest sales work manual comprising of practical and theoretical nature.

There are tasks called "Practical Exercises" for each section. Each task that we ask you to do should be completed before you move to the next section. The practical exercises will increase your understanding of the basic concepts covered in each section and prepare you for more advanced sections later in your course.

The time shown in brackets for each exercise is only a guide to the minimum time it should take to complete.

The principles taught in this course can be applied to just about any sales industry whether it is Business to Business, Business to Consumer Selling, Direct Sales, Hospitality, Real Estate or Consultative Selling.

The principles can also be applied to products as well as services.

If you are entering the sales force for the first time do not be afraid, even if you are in your 40's, 50's or 60's. You can still make your mark in life.

It is YOU who DECIDES when you want to make a mark.

Shortcuts to success

There is no shortcut to success unless you are very lucky with GAMBLING or LOTTO.

***AUTHOR'S NOTE:** Throughout this course you will find me referring to salesperson as a **he** (male gender) It is used for simplicity not sexism. I also will be referring to good sales people, standing out, being the best and marketing one's self successfully in the market place.

Three Tenors of Sales.

Throughout this course I will be referring to 3 people whom I hold in the highest regard.

Joe Girard who is regarded by the Guinness Book Of records as the Greatest Salesman for having been at the top of his field for over 15 years. He sold in excess of 13,000 cars, roughly six cars a day.

Ron Popeil the infomercial King that has exposed us to products like: Dice-o-Matic, Chop-O-Matic, and the like, who also is in the Guinness Book of Records for having the fastest sales in 12 minutes. A whopping US \$1.7Million

Zig Ziglar who mastered his craft in the 50's selling pots and pans door to door. He is now a well known author, public speaker and trainer.

These men are all well into their sixties and still do what they love best. **SELLING.**

They are not academics that want to teach sales from their offices. These guys were and still are in the trenches. As for those **All Talk And No Action** people, keep away from them.

My hat is off to you, Gentlemen.

And to You, the New Salesman;

I can give you a six word formula for success:

“Think things through - then follow through.” *Albert Einstein*

“Don't wait until you feel like taking a positive action.

Take the action and then you will feel like doing it.” *Zig Ziglar*

Sincere Best Wishes for all you endeavors,

Vlad Slavnic

SECTION 1: The Sales Professional Persona

1.1 Attributes/Qualities of a Sales Person

1.2 What Makes a Successful Sales Person

1.3 Creating *YOUR* Unique Identity

1.1.. Attributes/Qualities of a Sales Person

I'm sure you have heard a million times that salespeople are not born. Good selling does not come naturally. It is an acquired skill that can be learned and mastered. It has to be practiced daily - just like eating, sleeping or exercising.

The majority of top sellers are self-taught and self-made. They spend years refining their art so they maintain their level of sales success.

In this course, we are going to give you a solid understanding of many strategies, techniques and systems that can improve your success in sales.

The difference between making a sale and not making a sale can be very small.

The best kept sales secret in the world is the actual 'SALESPERSON'.

So let us begin.

PRACTICAL TASK: (5 min)

List what you consider to be the most important attributes for a Sales Person.

Your answer might include persistence, reliability, appearance, focus, sense of humor, body language, organized, positive mental attitude, reliable vehicle, enthusiasm, self confidence, product knowledge etc.

1. _____ A [] K []
2. _____ A [] K []
3. _____ A [] K []
4. _____ A [] K []
5. _____ A [] K []
6. _____ A [] K []
7. _____ A [] K []
8. _____ A [] K []
9. _____ A [] K []
10. _____ A [] K []

There are no right or wrong answers.

This exercise gets you thinking about what is required to be an effective sales person.

Go back to your list and write down next to each attribute, whether you think it is :
ATTITUDE or KNOWLEDGE/SKILL. (A or K)

Count how many you marked as ATTITUDE and how many as KNOWLEDGE.

Is there a pattern emerging here? _____

What is the pattern? _____

The difference between the top sales people (those earning in excess of \$100K per year) and average salespeople, comes down to **ATTITUDE** and **ENTHUSIASM**.

Let us explain with this scenario:

You are about to start selling a fantastic widget for a start-up company. You want your friends to be the first to buy and get the benefits of the widget.

Pretend you are talking to your friend. Use a soft, unenthusiastic tone and hunch your shoulders as if you are not very interested in what you are saying:

“ Hi Harry, it’s John. Listen I just came across this fantastic widget you would be interested in and I know you will just love it. It’s really good. Can I come over and tell you about it”?

How did that make you feel?

That is how the **average** salesperson sounds every day when they speak to prospective clients! No wonder they are not as successful as they could be.

Repeat the same call to Harry, but this time put **passion, excitement** and **vigor** in your voice, reflecting your enthusiasm for the great new widget - you just want to bust out of your skin with excitement!

Take a deep breath...**GO!**

“ Hi Harry, it’s John. Listen, I just came across this fantastic widget that you have to see to believe. It does all those things you have been looking for. I thought I would call you because this is the one you have been looking for, for a while. Now I have it. Will I come over and show you all the great things it can do?”

Did you notice any difference? Do you think that Harry would drive over to see and talk to you immediately if you got him excited? **Of course he would.**

ENTHUSIASM

“You can do anything with enthusiasm. Enthusiasm is the yeast that makes your hopes rise to the stars. Enthusiasm is the sparkle in the eyes, the swing in your gait, the grip of your hand, the irresistible surge of will and energy to execute your ideas.. Enthusiasts are fighters. They have fortitude. They have staying Qualities. Enthusiasm is at the bottom of all progress. With it, there is accomplishment. Without it, there are only alibis”.

Author unknown

Top sales earners begin the sales process with the right **attitude** and the ability to **manage** stressful situations. They also have the ability to overcome the **fear of rejection** and have well developed coping mechanisms for handling **frustration**. These basic skills must be practiced on an ongoing basis for continuous success.

Example

Have you ever seen or heard a hen after it has laid an egg.

The hen tells the whole world what she did by squawking and making a real racket. She wants everyone to know. And she does it with enthusiasm.

On the other hand, scientists tell us that duck eggs are more nutritional and are larger than hen eggs. Yet you never see a duck making a fuss over laying an egg. The duck just says

"QUACK" and is on her way.

That is why we have hen eggs selling by the millions around the world and duck eggs by the thousands.

The moral of that story is:

NOTHING SELLS LIKE ENTHUSIASM!

A sales person must acquire a good sense of humor. Perhaps you are wondering why?

A touch of appropriate humor at the right time can relieve a difficult situation.

Consider the reported story about the British Prime Minister, Winston Churchill and Lady Astor during World War II:

Lady Astor and Winston Churchill were seated next to each other at a dinner. During coffee, Lady Astor turned to Churchill and said; with obvious dislike, “If I were your wife I would put poison in your coffee cup.” Churchill thought about the remark for a while, then turned to Lady Astor and said, “Madam if I were your husband, I would drink the coffee.”

That remark with a hint of humor, reportedly broke the ice that improved the relationship significantly.

PRACTICAL TASK: (5 min.)

List **at least** 8 reasons you want to be in sales? If you are already in sales, list the reasons why you went into sales. (You will refer to this table later.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

Table 1.

“You must sell yourself on you, first, before others will buy”

Joe Girard

1.2.. What Makes a Successful Sales Person

We said earlier that a successful sales person is **not** born, but rather made through **work, discipline, dedication and determination.**

A sales person;

- Deals with PEOPLE.
- Needs to be ENTHUSIASTIC.
- Needs to SMILE (most of all).

We shall discuss smiling in a moment, but other qualities, apart from raw enthusiasm, that a salesperson needs include:

Integrity

Skill

Expertise

Commitment

Understanding about the products he/she sells

In order to succeed in the market place, a salesperson has to be **different**, be **believable**, be **their best** and possess an **unrelenting self belief.**

We all have to play different roles in different situations. We change to suit particular circumstances. Sales people have to understand human nature to deal with people on an ongoing basis. Dale Carnegie's "*How to Win Friends and Influence People*" is essential reading for every sales professional. Put it on your list of essential books and read it once a year.

The Value Of A Smile



Picture A



Picture B

PRACTICAL TASK (5 min)

Write down as many **positives** and **negatives** that pictures A and B conjure up in your mind.

A:Positives <hr/> <hr/> <hr/>	B:Positives <hr/> <hr/> <hr/>
A Negatives <hr/> <hr/> <hr/>	B Negatives <hr/> <hr/> <hr/>

PRACTICAL TASK: (5 min)

Now imagine yourself as a buyer sitting opposite the desk of a person in picture A and picture B. Which would you feel most comfortable dealing with if you were a buyer?

A [] or B []?

Why?

If you selected picture A as the person you would feel most comfortable with then you understand the value of a smile.

No-one likes a frump.

Did you know there is a direct connection between your smile and your central nervous system?

When you smile, even if you don't feel particularly cheerful, your mind gets a message that everything is fine. Every smile releases a hormone called beta-

endorphin, which transmits a positive message to your brain. Women smile far more than men, perhaps one of the reasons women live an average of 8-10 years longer.

What does this prove? That if you smile, not only do you appear to feel better, but you also make other people around you feel the same. Look at picture A again.

An infectious smile goes a long way.

“The world is a stage and we all must play a part”...*William Shakespeare*

Presentation Influence

A successful salesperson understands the value of his body language in how he conveys the meaning of the words he uses.

Have a look at the two pictures.



Picture A

Picture B

PRACTICAL TASK (5 min)

Write down what signals these people give off. What does their body language say?

A _____	B _____
_____	_____
_____	_____
_____	_____

PRACTICAL TASK (5 min)

What messages do you get?

A: _____

B: _____

What feelings do each conjure up in you?

A: _____

B: _____

What does the body language of each picture say?

A: _____

B: _____

If you were a prospect or customer, how would you read the situation?

A: _____

B: _____

People are always judging us. Be it our clothes, our grooming, the car we drive, the house we live in, the friends we have. Therefore it is vital that you know:

You only have one chance to make a good first impression.

So look good and feel good.

The following graph displays how a sales presentation and the sales person is perceived by your prospects/customers:

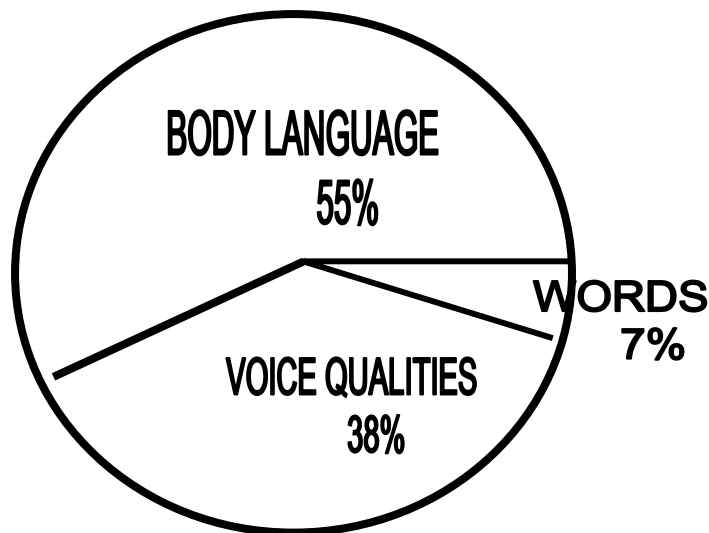


Fig. 2

There are **four ways** in which you communicate with the world, all of which affect the way people judge you:

- 1. What you do**
- 2. How you look**
- 3. What you say**
- 4. How you say it**

Remember: "It is not what you say, but how you say it."

Your body language and voice qualities make up 93% of your presentation.

PRACTICAL TASK (5 min)

PART I

Stand up

Loosen or scrunch your shirt

Ruffle your hair

Hunch your shoulders

Put your hands in your pockets

Speak in a low voice, look uninterested and look elsewhere but the prospect

Now try to convince someone that they should buy your products

How does it feel? _____

How did you think you come across? _____

Were you genuine? _____

Did your body follow what you were saying? _____

Put yourself in the shoes of your buyer,

Would he buy from you? _____

PART II

Now do everything opposite to what you did above. Go full bore, smile, try to be more enthusiastic, use body language, posture, breathing, gestures, hands and eyes movements. Emphasize your voice qualities: pitch, tempo, speed etc. Note the difference.

How does it feel? _____

How did you think you come across? _____

Were you genuine? _____

Did your body follow what you were saying? _____

PUT YOURSELF IN THE SHOES OF YOUR BUYER,

Would he buy from you? _____

Did I say that?

To communicate effectively to others you must communicate completely.

What do I mean by that?

The way you speak is just as important as the content. Remember, 37% is voice quality. The way you say things can change the meaning depending on where you place the emphasis. Here is an example:

Sentence: ***I did not say he stole that money!***

Now read this sentence aloud, placing emphasis on the first word:

I did not say he stole that money! (Who said it?)

Continue, in the same way, but putting the emphasis on a different word each time you repeat a sentence:

I did not **say** she stole that money! (But I did think about it)

I did not say **she** stole that money! (Perhaps it was someone else)

I did not say she **stole** that money! (Maybe she borrowed it?)

I did not say she stole **that** money! (Which money, then?)

I did not say she stole that **money!** (So what did she steal?)

As you can see, this sentence has a number of different meanings depending on where you place emphasis. Be aware of the words you emphasize and practice until emphasizing the right words becomes natural to you.

PRACTICAL TASK (5min)

Rank these attributes, those you feel most important (1) to least (3). Note what each entails.

Personal grooming, attire, hygiene. 1 [] 2 [] 3 []

Professional presentation kits/samples 1 [] 2 [] 3 []

Professional conduct and courtesy 1 [] 2 [] 3 []

Smiling 1 [] 2 [] 3 []

Being enthusiastic 1 [] 2 [] 3 []

What you say 1 [] 2 [] 3 []

How you say it 1 [] 2 [] 3 []

Being passionate 1 [] 2 [] 3 []

Price of your product 1 [] 2 [] 3 []

Body language 1 [] 2 [] 3 []

You can see that some attributes are more important than others. All make a contribution, but you should concentrate on the ones that are the most important.

What you say **How you say it** and **Your body language**.

1.3.. Creating *YOUR* Unique Identity

Each one of us is an individual, with many influences on us that motivates and demotivates us. Some of us are more motivated than others. As a successful

salesperson you will at times need to draw upon your personal resources and experiences as well as your training and knowledge.

Successful salespeople understand that **they** create a sale. **They** make a difference and they must continually work on themselves to feel enthusiastic, passionate and positive.

You must create **your own unique identity** to be noticed in the market place. Do not try to copy an Arnold Schwarzenegger or Jerry Lewis. They have succeeded because they have created their own unique identity. You need an identity that gives you that edge. Just like a sportsman, look for things that will give you the edge over your opponents, or you will end up just being like everyone else.

In the early 90's, a survey was conducted by the Forum Corporation in the U.S.A. It highlighted this point that I think it is vital for you to understand.

Five consultants from five different companies were chosen to present a similar product to a prospect. The only real difference to the product was the price. Everything else was the same. After the 5 presentations the prospect was asked which product he would buy, from whom and why. Here is the result of the findings.

He did not know why, but he chose the product from the guy with the red tie and a thick Swedish accent. It was the most expensive product as well. I guess the Swedish accented salesperson used what he had.

HE STOOD OUT.

Now we are not here to suggest that you mumble like a Marlon Brando in 'The Godfather' or Sylvester Stallone in 'Rambo', but what we are suggesting is this:

Use whatever you have, and **ACCENTUATE** it.

Here are a few examples of how other successful salespeople have used their uniqueness to succeed in giving them that edge in the market place.

REMEMBER: People must identify and associate you to your product.

An Australian **Real Estate Agent** traded his Benz for a white delivery van. The van is tastefully painted with his company logos, a blow horn on top (where he plays music and rings a bell), and the words "**FREE APPRAISALS and a FREE bottle of FRENCH CHAMPAGNE**". He drives this van around instead of his Benz.

How many appraisals do you think he got to clock up? _____

Of those appraisals, do you think he obtained some listings? _____

From these listings, do you think sales were made? _____

After a free appraisal, do you think the property owner may have told some friends about getting a free bottle of French Champagne? _____

PLUS - How much do you think he saves on advertising?

A legendary U.S.A. Insurance Agent would pull out a wad of business cards when he met and spoke to people. Nothing unusual about that except each of his business cards was a **different color!** It looked like he was holding a rainbow. He asked his prospects to choose a color. When he called them back, he would say, "Hi, I am the guy with the colored business cards, remember? Which color did you choose?"

Joe Girard ("The World's Greatest Salesman" according to the Guinness Book of Records) sold cars. He would carry **thousands** of business cards to a ball game. He would go through 16,000 cards a month. Every time a goal was scored or a home run hit, he threw hundreds of his business cards into the air to celebrate. Guess how many clients he got this way and how many cars he sold?

13,000!!!!.

U.S.A. Infomercial King, Ron Popeil (who also holds the Guinness Book of World records for the most number of sales in 12 minutes) was the first to coin the phrase: **"Three easy payments". How many Ron? "Three Easy Payments"**. His record is \$1.7 Million US in 12 minutes. That is \$2,300 a second!!!! WOW is an understatement.

This illustrates how successful sales people use something that makes them different, standing apart from the rest. It can be as simple as carrying mints or wrapped candy and offering one to prospects.

PRACTICAL TASK: (5 min)

Write down what you feel makes you unique:

You have identified what makes you unique. How could you use this to get an EDGE?

What might you do differently?

In order to succeed you must be different.

However, do not confuse DIFFERENT with being WEIRD. You must create an identity that makes people want to deal with you.

Many companies, organizations, and multi nationals spend millions of dollars creating a unique identity in the market place; an awareness or BRANDING.

Unfortunately most of us do not have the luxury of million dollar budgets to spend on promoting ourselves, so we must do the best we can with what we have.

PRACTICAL TASK (5 min)

This will get you thinking about uniqueness/branding/market awareness.

Name a **well known car company**_____

Name a **well known soft drink company**_____

Name a **well-known fast food outlet** _____

Name a **well known *paper clip company**

What do you think made them unique and so appealing? _____

*Just because we cannot name a paper clip company, does that make then unsuccessful?

Your Own Unique Identity

These questions will help you identify your strengths and weaknesses.

Why do you want to be in Sales? * _____

* You already identified this in Section 1 Fig. 1. Has it changed?

How do you define yourself?

Emotionally _____

Physically _____

3. Why should people buy from you? ("Because I'm unique" or "Because I'm me" is not acceptable. You must pinpoint EXACTLY why you are the salesperson they will choose.)

4. What is really likeable about you?

These answers should help you to create your own identity.

Heard of these? (fill in the blanks)

Finger Lickin '

Oh, What a feeling

Just Do

I float like a butterfly, sting

The Burgers taste better at

A a day helps you

This is called BRANDING.

How will you brand your identity?

PRACTICAL TASK (10 min)

Write a small ad about yourself. Imagine if it was a 30 seconds to a 1 minute TV or Radio Commercial about yourself.

SECTION 2: The Selling Process

2.1.... What is Selling?

2.2.... Complete Synopsis of the Sales Process

- a) Creating Rapport
- b) Establishing Needs
- c) Overcoming Objections
- d) Closing the Sale
- e) Effective Follow –up

Synergy is in the coming together of many parts that ensures the successful completion.

The Selling Process has many facets that join and intertwine to make sure that those who use it end up with a sale, and those who do not, end up unemployed.

2.1.. What is Selling?

In the last section we briefly covered a few very important points; the attitude and attributes of a sales person that make all the difference in sales.

PRACTICAL TASK : (5 min)

How would you **describe selling**? What does it mean to you?

Selling is nothing more than a transfer of **FEELINGS**.

People buy products that they believe are going to change the way they feel.

You buy a dress because you know how good you will look in it. Perhaps your partner will compliment you on your slim waist. Or you want to look good at a particular function.

On the other hand you may buy a bottle of wine, not because of the particular flavor, bouquet or price, but rather because of the feeling it will give you when you drink it.

Therefore people buy **FEELINGS, SENSATIONS** and **EMOTIONS** that a particular product or service will give them. TV and radio advertisers know that.

Selling can be summed up as:

“Sales influence is the process of getting your customers/buyers to clearly associate their feelings, sensations or emotions to your product or service”.

PRACTICAL TASK (5 min)

Write down the feelings you associate with:

Driving a luxurious car

Dining at an Elegant Restaurant _____

Sailing on a Deluxe Liner _____

Wearing Exclusive Brand Name Clothing (Chanel, Armani, Gucci etc) _____

What Motivates People to Buy?

**The greatest motivator for people is the FEAR of LOSS,
rather than the LURE of GAIN.**

People will spend money on protecting their investments (i.e. buying burglar alarms for their homes) rather than saving certain amount of dollars weekly to pay for their children's education, or for their own retirement.

What would you do more?

Save \$20,000 or protect it from someone who wants to steal it from you? _____

People will do more in life to **avoid PAIN** rather than gain pleasure.

It is a basic survival mechanism.

HANDY TIP

**A lot of people do not know what they want,
because they do not know what is available.**

Effective sales people let customers know what is available. Sometimes people aren't sure about what they want until they are told what is available by an effective sales person. Look at any sales catalog you get in the mail. It is cluttered with products most of us have never heard off.

2.2.. Complete Synopsis of the Sales Process

We will discuss "why people buy" at length in Section 3.

We have touched on what motivates people to do anything; PAIN and PLEASURE.

How many times have you seen a shop that had ‘CLOSING DOWN SALE – LAST DAYS’ and you rushed to see what was available. You were afraid you would miss out on a bargain. Is that right?

Now we know the most important reason why people buy.

On the other hand people **do not** buy based on what they hear, what they see or just what you say.

They buy based on what they **hear, see and believe**.

If a sales person is not trustworthy, customers will **not buy**.

To be successful, salespeople must “communicate with **trust**”.

Have Integrity When Selling

If you do not have integrity, you will be quickly exposed for the con man that you are and you will not be trusted in the sales industry. The word gets "around the traps" (this is a common expression for the network of meeting places and relationships that spreads news of your deeds and reputation by word of mouth).

PRACTICAL TASK (5 min)

How would you set about getting people to trust you?_____

2.2 – a) Creating Rapport

The sales process starts with building rapport with your customers.

Consumers **buy products and services from people they like**. It's that simple.

When was the last time you bought an item from someone you did not like? When was the last time you visited acquaintances/friends you did not like?

It is essential that a salesperson builds rapport using his own unique identity (e.g. integrity, skill, expertise, commitment, understanding etc) before he even starts to present the actual product or service.

Apart from not trusting the sales person, people also do not buy because they have:

NO need

NO money

NO desire

NO time

NO trust

We shall explore these later on.

Let us examine what constitutes the **sales process**. This is very basic, and understanding it will make selling easy for you. Knowing the components of the sales process, understanding each function and how they intertwine is like knowing the alphabet before you can make words.

The sales process is fundamental to successful selling.

The Sales Process Pyramid

Here we see that there are 5 elements to making a sale.

This is called the **Sales Process**.

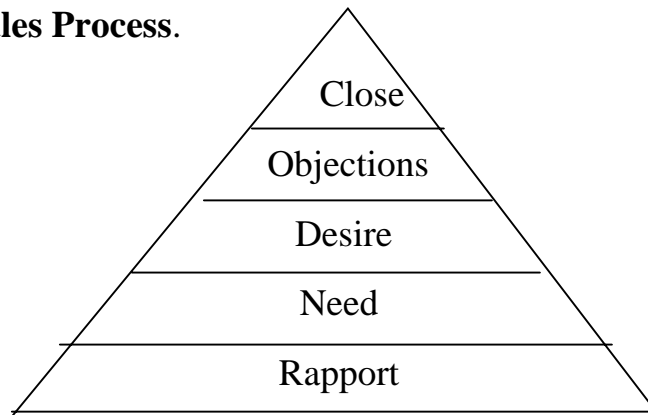


Figure 3

- 1. Creating Rapport**
- 2. Establishing Need**
- 3. Creating Desire**
- 4. Handling Objections**
- 5. Closing the Sale**

The first segment of the process is on the bottom. That is where most of the work needs to be done, building a solid rapport with the customer.

Unfortunately, a lot of sales people have learnt the process in reverse – giving the close the most emphasis. This is when the heavy pressure tactics we have all heard about occur. These tactics lead to frustration, unhappy customers and cancelled orders. Plus it gives the salesperson a bad reputation.

So learn or re-learn the sales process the right way – the foundation is **building rapport**. The close is just a part of the process but, by the time you get there, it is a natural and easy thing to do – just a nice tidy ‘tying up’ of the sale, a formality. Any successful sales person will tell you, "if the sale is not already made by the time you get to the close, then no sale is going to occur!".

Creating Rapport

Creating rapport should be natural and vital from the beginning you meet a person. It is how they feel in the first 15 seconds of meeting you that will impact the rest of the presentation and does contribute significantly to the outcome.

5 Vital ingredients of rapport building

1. Help your prospects like and trust you
2. Establish similarities, likes and dislikes
3. Discuss something topical and of interest
4. Give them a sincere compliment (about the office, painting etc)
5. Always talk “we” not ‘I’

Rapport is the foundation of the presentation. If it is shaky, the sale has little hope of succeeding.

PRACTICAL TASK (5 min)

What other ways can you build rapport?

PRACTICAL TASK : (5 min)

How would you try to build rapport with the customers in Pic. A and B
(Look for age, clothes, passions, profession etc.)



Pic. A



Pic B

Pic A _____

Pic B _____

HANDY TIPS FOR BUILDING RAPPORT

Posture, sit up and avoid slouching

Do not drink, smoke or take drugs prior to meeting your clients.

Do not use profanity.

Do not tell politically incorrect, sexist, racially prejudiced or religious jokes

Dress to suit your clients – always be smart and clean looking.

Men, do not wear earrings (It's a fact of life - people will pre-judge you)

Ladies, avoid over 2 earrings in an ear. (It's a fact of life - people will pre-judge you)

Do not wear offensive or strong smelling perfumes or after shave.

Watch your breath and don't chew (Use strong sugarless mints – you don't want rotten teeth).

Clean your hands and nails – do not bite nails or pick skin.

Steer clear of kilograms of offensive jewelry (wear it in your own time).

Have neat and well-organized presentation kits.

Make the prospect feel involved – treat everything they think and say as important, because it is. The more they tell you, the easier it is to sell to them – do it from the opening and build that rapport.

2.2 – b) Establish Prospects' Needs (Qualifying Prospects)

People do not **need** a great deal to survive from day to day. It is their **wants** that keep them constantly moving forward.

People always seem to put DESIRES ahead of NEEDS.

How much do we really need to survive day to day?

Needs List

Roof over our heads.

Clothes on our backs.

Food in our mouths.

Desire to be wanted and loved.

Can you add to the above needs list? _____

It is 'GREED' rather than 'NEED' that keeps the world turning.

PRACTICAL TASK (3 minutes)

How **many cars** can we drive at one time? _____

How **many beds** can we sleep in at any onetime? _____

How **many pieces of clothes or jewelry** can we wear at onetime? _____

How **many boats** can we use at any one time? _____

The more rapport the better

When you meet up with a prospect, try to develop a lets-get-down-to-business statement that will not cause fear in your client. This tells them you are there to do business. Everyone wants to deal with a professional who is not going to waste their time.

It may read something like this:

*"Mr. Smith, **thank you for meeting with me today. I hope that we can consider this meeting somewhat exploratory. I'd like to analyze your needs and see how***

*we at (your company) can **help you achieve** (more sales, more orders, less expenses. whatever the benefit may be) and get a feeling of **what you are looking for**”.*

OR

*“Mr. Smith, I am here to **find out** a bit about **where you’re at** and how effective the systems and procedures are that you currently have in place”.*

How to qualify your prospects – establishing Need.

A professional salesperson studies human **behavior, needs and wants** including the things that bother people; called psychic wounds.

Why?

Through this study, he can prepare to handle situations as they arise and adjust a presentation to suit any unexpected situation.

A salesperson must first **qualify** his buyers before proceeding with the sales process.

There is nothing worse than starting a sales presentation spending 20 or 30 minutes only to find out that your prospect has no money, is not interested or is not the decision maker. You can avoid disappointments for all parties by asking quick qualifying questions.

Qualifying should also be regarded as an **exploration process**.

Qualifying your prospects can be as easy as saying “NEEDS” (N.E.A.D.S*).

N- What have they got or are using **NOW**?

E- What do they **ENJOY** about the product or service that they use now?

What would they like to **ALTER** or change about their situation or product?

D- Who is the **DECISION** maker?

S- Solving problems and finding solutions (*Courtesy Tom Hopkins Int. Inc)

A very important aspect is to try to find out who is the right decision maker.

*“Mr. Smith, if we were to **come to some sort of an agreement today**, would there be **anyone else involved in the decision making**?”.*

More Questions to ask:

HOW does that process work in your organization currently?

WHAT benefits are you enjoying from using product X and supplier Y?

WHERE do you see your profit/company going over the quarter?

WHEN would you be in a situation to make a change/commitment?

WHO is the right person to OK this order?

WHY would you consider changing vendors/suppliers?

Here is a sequence a Real Estate salesperson might use to qualify a buyer;

This sequence of qualifying also incorporates the NEADS sequence.

If the salesperson does this properly, he should be in a position to close the sale.

*“Tell me, Mr. & Mrs. Smith, **how** long have you been looking for a home?”*

What other properties have you seen and **why** have you not bought?

What would be your maximum price?

What is important to you in a house? **Why?**

*Is having a big back-yard **important** to you?*

How about having a spacious (bedrooms/lounge)?

*Mr. Smith **where** would you store your tools?*

*So it **has to have** a large garage/shed?*

How far would you go out of town to secure the property that you liked?

When would you be in a situation to move in?

Where would you like to move to?

*Which properties do **you prefer**? Brick veneer or timber?*

Why?

Who else is involved in the decision making? *The kids, mother in-law?*

Have you organized your finances?

*If we showed you a house today, and you loved it, **how** much of a deposit can you put down?*

*Would there be **anything** standing in your way from making a **decision today**?*

You see from this example that the answer lies in the questions. This type of qualifying questions tells you quickly and easily if the person you are speaking to is ready to buy or not. Plus you have really paid attention to their needs wants and desires by involving them so much in deciding which properties they can consider.

Make sure your qualifying questions are always open-ended questions, and cannot be answered with just a yes or no.

REMEMBER: Questions are the Answers

PRACTICAL TASK: (5 min)

Design at least **one qualifying question** for each the following:

HOW _____

WHAT _____

WHERE _____

WHEN _____

WHO _____

WHY _____

2.2 – c) Handling/Overcoming Objections

Objections are Expressions of Interest.

'Why is gold worth \$300 an ounce? Let's say 1000 men go searching for it. After six months one gets lucky. His find not only represents his own work, but that of 999 other men that have failed. That is 1000 by six months. That's 500 years of going hungry and thirsty. It is worth that because of all the human labor that went into finding it. Yet gold is only good for jewelry and making teeth' ... **Walter Huston- "The Treasures of Sierra Madre"** -(1948 Winner 3 Academy Awards)

Can you imagine if being a salesperson involved just turning up to visit your prospect, having a cup of coffee and picking up the check/money without doing much else? Everyone would be in sales. Then you would be called a 'Courier', "Delivery Boy" or whatever else - but not a salesperson. Being a salesperson requires a bit more than just turning up at your prospects doorstep and getting the order.

If we never had any objections to a sales process, salespeople would be reduced to being glorified order takers. The commissions would not be as high and selling would not be a prosperous career to consider.

We Should Consider Objections as Expressions of Interest.

The reason salespeople have a lot of objections in their presentation is simply because their presentation is:

- Unclear and confusing
- Complex and difficult to understand
- The sales person is not explaining the benefits and features of the product properly.
- The salesperson is not enthusiastic or is boring

Objection Over-ruled

As you become more masterful at your craft, you will come across similar types of objections that keep coming up all the time. After a while you will be better prepared to handle them. You must also realize that the answers to your objections do not have

to be 100% satisfactory. It has to offer some relief to the buyer but does not have to be a masterful explanation.

Watch Out

A buyer has some concerns when he asks them. It may be about the color, the delivery, the usage or the price. Some objections are false objections and are smoke screens to other **underlying hidden objections**.

A salesperson's job is to identify the real objections, and get them out in the open before he proceeds to the close.

Not Personal

Objections are not a **personal attack** on the sales person but rather a confession by the prospect, who is not sure about a certain aspect of your presentation. Many weak salespeople will leave at this stage, but they will just have to go through the same experience at the next presentation.

Do not be afraid of prospects asking questions.

You should view objections as requests for further clarification and realize that the buyers still have an interest in buying your product. It is a clear buying signal when a prospect asks questions. There is nothing worse than going through the whole presentation without one objection. It usually means you were very boring!

Objections are hidden requests for more information.

Gotcha!

Some people do 'toy' with you to try to 'catch' you out. They are time-wasters. Offer your thanks for their time and express the hope that you meet at another time, and get out. You will soon be able identify whose objection is a sincere request for clarification or more information and who is toying with you. Allow yourself time to develop this skill, do not assume you can tell – only practice will reveal who is who.

Hidden Objections

1. **"I don't think this represents best value for money" means**
'Prove to me that your product does and is best value for money'
2. **"This color does not really suit me" means**
'Prove to me which color does suit me'

3. **"I'm going to shop around and see what else is around" means**
'You haven't sold me yet. Keep selling.'
4. **"I've never heard of your company" means**
'I want to buy but I need to know your company is trustworthy and reliable'

PRACTICAL TASK (5min)

What objections do you put up when YOU are purchasing a product or a service?

False Objections

One common objection that people don't like to express is that they do not have the money to buy your product. It is embarrassing to their pride to admit they do not have the money so they will say things like:

'I have a friend/brother in law in the business' or 'I will wait till the new model comes out.'

The best way to recognize false objections is to observe people's reactions after you have **provided** them with **solid answers**. Their lack of response to intelligent answers is a clue that they are not telling you their real objections. When they throw a series of unrelated objections at you, it is a signal that they are not telling you what is really troubling them.

Find Out Why- FAST

'Mr. Smith, can you do something for me. I know this X widget is the right one for your needs, but I have a feeling deep down inside that there's something you haven't told me – can you tell me what you are really feeling?'

Let them answer. If it is still unclear, ask . .

'What is it about X widget that you do not feel comfortable with?'

Most people will be honest with you and tell you what is wrong or what is really bothering them.

The term **'really'** is a good one to use to cut to the real issue.

*'Tell me Mr. Smith is it the price? **Really?**'*

*'What is it that is **really** bothering you'?*

*'Do you **really** think that widget X will do what widget Y can?'*

How to Isolate the Real Objection

Your prospects may put up a myriad of objections; however the majority fall into 6 categories:

1. I can't afford it
2. I want to talk it over with my partner
3. I have a relative in the business
4. I want to shop around
5. Can you leave me with some brochures and pamphlets?
6. I don't want to buy your product because...

Another example of finding Real Objection:

'It is not the price, I just haven't done enough research to see what else is out there.'

Whatever they say here as an objection, is not the issue. You are trying to *isolate* the **real** objection.

List as many objections you can, the last being **the money**. It is a good idea to write them down as you speak and then cross them off as they are met or answered.

As the prospect is answering, he is also placing himself in a situation where he will run out of objections apart from the real one; **Money**. Always leave it last. (We shall discuss in the next section on **Closing** how to handle the money bit.)

*'Mr. Smith please help me out here. So what is it you are not **feeling comfortable** with? (Using the word **comfortable** is like using a pacifier. It is a non-threatening word. "**Comfort**". Say it to yourself and see how soothing it is)*

*It is not the product, right? **NO**.*

*It is not the value you will get from its use? **NO**.*

*It is not my Company, right? **NO**.*

*It is not me is it? **NO**.*

*Is it something that was unclear in my presentation? **NO**.*

It is not the guarantee we offer with the purchase of the X widget, is it? NO.

So Mr. Smith it's the money isn't it? Well YES.

As you have isolated all his objections and he answered, "NO" to all, where does it leave him? He has to say "YES" to one at least. If he continues to say "NO" to all, he has left no room to move. Sold! Game over. Make sure **money** is the last.

Proceed directly with the paperwork.

When people say that it is 'not the money', IT USUALLY IS THE MONEY.

2.2 – d) Closing the Sale

'No decision is difficult to make if you have all the facts'

George S. Patton Jr.

Closing a sale is basically saying to the prospect. "We have come to the end of the business proceedings, now let us formalize what we have said. The meeting has come to an end".

Over the years every sales person ask the same question:

'What close can I use to get the prospect to buy?'

"I just need that one close"

'Timid Salespeople have skinny kids'.....Zig Ziglar

DO NOT be afraid to always ask for the order.

When you have asked for the order.....SHUT-UP.

Because the first person to speak, buys the product.

Trial Closes

If you want to succeed in sales, you cannot have just one close. It must be a series of smaller agreements or 'trial closes' along the way. These are a few closes you need to know off-by-heart well in advance.

Trial closes also gauge the effectiveness of your presentation and interest of your prospect.

Here are a few ‘trial-closes’:

‘Mr. Smith, can you see yourself using the X widget

“How do you feel about this so far”?

‘Is this something you would like to get yourself involved with’?

‘Is this the kind of thing we are talking about?’

“Which part of the plant/office/factory would need this X widget most?”

‘When do you think would be a good time for your (company) to use the X widget?’

Here is a summary of the steps involved in handling the final objection.

Always listen to your clients and write down their comments (i.e. the color, the delivery, the usage, the size etc.) As you are writing them down always ask; ‘Is there anything else you can think of? I’ll come to those in a minute.

“Mr. Smith, assuming you can afford it, is there anything that you can think of, apart from what I have written down, that is going to stand between you and purchasing the X widget?”

Now you can proceed with the final close. You have been feeling the prospect out until now.

You asked a few trial closes to gauge interest.

You have asked **if there was anything else that bothered them**

You put the issue of money aside for now, asking them, "**if it was not the money, what would prevent them from buying your product?**".

You answered their objections that you have written down in #1.

7 Basic Closing Techniques

It would be a good idea to learn these 7 closing techniques and use them as required. You will find that when you study them they will roll off the top of your tongue with ease.

They tell me that to master martial arts, you only need 7 basic moves.

Consider the following 7 techniques as **your basics to mastery of CLOSING.**

1. The Assumption Close

If there is nothing that is bothering them, you can start to fill out the paperwork using a simple reflex question:

How do you spell your name?

What's today's date?

What is this suburb/area called?

How do you spell this company's name?

ALWAYS ASSUME THE SALE.

If they do not stop you, continue with the paperwork. They have taken possession of the product.

2. The Direct Hit Close:

'Mr. Smith if we go ahead, can you take delivery on Monday the 1st'? Would that be O.K?

Get a commitment first. If not suitable, then go into alternate close.

'If I can guarantee delivery by the 7th, are you paying by credit card or cash'?

Continue filling in the paperwork.

3. Minor/Major Close

People have difficulty in making decisions all the time. So as a salesperson we try to help them make minor decisions first, which will lead to making the major ones.

'Would you like to handle the payments monthly, weekly or annually?'

'Would you spell your wife's name for me.. You do want her as a beneficiary, don't you?'

4. The 'Triple Choice' Close

'Mr. Smith, there are customers that get the X widget that want all the bells and whistles that come with it and more. You know the whole lot. Then there are those that get what they need, and of course, we also have those people that are on strict budget. Tell me which of these people are you?'

5. The "Think It Over Close"

We have already touched on this in Section 2c "Handling objections".

Mr. Smith , 'I know that you are serious about the X widget, otherwise you would not take the time out to think about it, would you?

So, just for my understanding, what is it exactly you need to think over?

(Do not let them answer here, but rather answer for them without pausing).

Is it the quality of X widget?

The service I offer?

Is it something I forgot to cover in the presentation?

Is it me ?

Is it my company?

Tell me Mr. Smith, what is it really? Is it the money?

6. "It Is Too Expensive" Close

'Mr. Smith, today most things are costly. Can you tell me though, about how much "too much" do you think it is?

7. Reducing it to Minute Amounts Close

To do this make sure you are good at math.

Let us use the no.6 example above (about how much too much *do you think it is*)?

Let us say they are buying a product they can use over 5 years and it cost \$5,000.

That is \$1,000 per year or (divide \$1,000 by 52 weeks = \$19.23 per week or divide \$1,000 by 365 days = \$2.74 per day)

'Mr. Smith, to have the X widget in your office delivered and installed, will be as little as \$2.74 a day.'

These are a few closing techniques that you have at your disposal. Use them wisely.

"How To Close Every Sale" by Joe Girard is essential reading each year.

2.2 – e) Effective Follow Up

EMERGENCY – EMERGENCY

Your clients require resuscitation on a regular basis – especially immediately after the sale.

Treat Follow Up Like Part Of the Sale

Writing ‘Thank-You’ notes is vital. When you get in your car after the sale, get out a thank you card (you keep them in your car of course). Write a pleasant greeting and sign it, then leave it in the letter box, at the front desk or in a pigeon-hole. If it is a large product (costly), you should ALSO have flowers delivered OR a bottle of French Champagne the next day with a congratulations card. These things really cement the sale and make the client feel satisfied that they have made the right decision.

Plus it gives you a great opportunity to call them a week later – after the product has arrived and they have a thank you card, flowers or champagne – then you can ask them how they liked the flowers etc. Then follow on by asking if they need to speak to someone in customer support or service to help them use the product. Arrange any paper work that is incomplete and make sure that payments have commenced smoothly with minimum inconvenience to the customer.

Ask For Referrals

Now you can ask if they have any colleagues, friends or relations that may also benefit from the product. You might offer them something free for 5 names, or you can offer an amount of money per name, or you can offer them commission for every sale you get as a result of their referral, but if they are really impressed with the product they bought from you and the support you have provided to them, you will get the names just by asking!

If you have done your job well they will have no hesitation in recommending you and your product to their list of acquaintances. In this way you do not have to cold-call, get leads from the office or spend too much time prospecting. You can work off referrals and spend the majority of your time selling!

“As soon as you sell to somebody – give them a job”Joe Girard

Ask for a Testimonial

In the very least, if they do not have any names to offer, then ask for a testimonial. When they get the testimonial or the list of referrals to you, send them a box of chocolates as a thank you. Recent testimonials are always useful.

Why Do Salespeople Avoid Follow-Up?

Most salespeople don't follow up is because they falsely believe:

- It's a hassle
- It will not make any difference
- It requires effort
- Takes too much time
- The client might cancel if I talk to them

Who Should I Talk To If I Want to Buy A

If you want the name that the person asking that question is told, then remember that thank you letters and professional follow up are a necessity, not just for good sales, but for real mind-blowing immense success – WHY? Because nobody does it – and that will give you the edge to be able to be the BEST in your field of sale.

Think about the times you bought an article or item from a particular company, that only contacted you when it was time to upgrade or re-new. That company's salesperson wasted opportunities to get more business from you.

How good would you have felt to receive a thank you note with your name on it?

FOLLOW UP is the best way to build a solid and loyal list of clients. Why spend time constantly getting new clients when you can often sell more to people who bought from you before?

Did you know that people who bought from you before are 80% more likely to buy from you than a person who has never seen you before? Interesting isn't it?

Yet very few sales-people do that little extra that could make them become an extraordinary sales person. Seems such a waste when you see in black in and white just how easy it is.

People are a trusting lot in general. We all have been badly treated by business people, trades people, waiters and restaurateurs, real estate agents, insurance people and so on. When we meet a really genuine salesperson who spends the time to make us feel like we are the most important person in his life, we go across town to buy from them.

PRACTICAL TASK (3min)

List salespeople that you like dealing with and visit them on a regular basis:

WHY?

Each time you make a contact with a potential customer, client or referral, please make sure you write them a **Thank-You** note.

Thank –You notes should be **handwritten** in both the letter and the envelope. There is nothing more off putting than to get an envelope with computer-labeled contact details and a standard computer generated letter. Too impersonal!

There are companies that specialize in after-sales greeting cards if you prefer that option. You can buy them and hand-write your message. If it is not hand written, it will be perceived by the client that they are ‘just one of many’ clients that get the same letter, with just the names changed. They will not consider it, or you, special.

There is a very famous Australian Rules coach that writes notes and letters to players on a regular basis.

How great would it be if your Sales Manager sent you a handwritten, heart-felt note congratulating you on your efforts, or even for just joining the team.

THINK ABOUT IT.

Phone Contact:-the wording could go something like this:

‘Thank you, Mr. Smith, for speaking with me on the telephone. I do understand that your time is precious, that is why I will be always respectful of the time you invest in discussing future mutual business opportunities’....

Personal Contact:

‘It was a pleasure meeting you Mr. Smith and this short note is to Thank-you. We have served a number of satisfied clients and it is my wish to be able serve you again someday.’

After a Presentation:

'Thank you for allowing me to present my company's product to you. I am a firm believer that the success in business is founded on good service and product quality. We at 'X' Pty Ltd, have both.'

After a Sale:

'Thank you for selecting and choosing our X product. We believe that you have the finest product on the market coupled with our unblemished service record, which I will uphold.'

Referral:

'Thank you for the kind referral. You can rest assured that anyone you refer to us will receive the same high quality service that you enjoy.'

Thank you notes can also be written for:

- Updating a product or service
- Non-purchase of a product or service from you (Thank you for the time – keep them on file and when a new product or an update occurs – call again.)
- Purchase from someone else
- Anniversary
- Birth dates of clients

Make up your own wording to reflect a particular idea or problem discussed.

When to send 'Thank-You' notes:

- Immediately after a presentation or a phone call.
- If you are doing in-house presentations in the evening, write and drop them at the end of the night. Imagine the look on their faces as they check their mailbox in the morning.
- If you are a Real Estate Agent, you can hand drop them after an inspection with your buyer's feedback.

PRACTICAL TASK (5 min)

Construct an effective follow up thank you note to use after a sales presentation.

SECTION 3: The Role of Emotions

3.1.... Why People Buy

3.2.... How to Apply the Sales Process

3.3.... Constructing a Sales Presentation

3.1.. Why People Buy

‘If it only costs money, the product is not expensive’

In Section 1 we stated that:

The greatest motivator for people is the FEAR of loss rather than the LURE of gain.

Before we examine the reasons people buy, let us look at **why they do not buy**.

Fear is the prime motivator for buyer indecision. People would rather do nothing than to make a bad decision. At times the buyer seems paralyzed. The reason they do not buy is simply because they fear that being associated with a product or service may **be more painful than not buying at all**.

The reason people **procrastinate** about anything (going on exercise plans/diets, writing term papers, buying a car, house etc.) is because **doing nothing** is less painful than doing something about it.

Buyers fear:

- Spending money unwisely
- The unknown
- Change
- Being conned or tricked
- Ridicule of friends and colleagues
- Wasting salespersons time
- Upsetting the ‘status-quo’ with current vendors/suppliers
- Buying a product/service that is either too cheap or too expensive

There is nothing unnatural about this. It goes back to the cave primeval days where cavemen were afraid of nature, the predators etc. Fear has become inherent in our psyche especially in today’s economy where there are so many choices.

It is natural with so many choices, that the consumer feels confused and indecisive. I have heard people say that the consumer of today is more savvy, choosy and more discerning in his buying habits and choices than he was years ago.

Well I'm here to tell you that this is a myth perpetrated by the media and some large organizations with vested interests.

Today's buyer is more confused than ever before.

Why?

The consumer of today is constantly bombarded with media advertising, direct mail, junk mail, email, catalogs and brochures asking him to buy. Companies that specialize in direct mail selling rarely sit down with the client, hold him by the hand and help him make a choice through the process of elimination. They just churn out the numbers by the thousands hoping someone will buy and many do.

There is rarely a "personal touch" to selling anymore. Banks want us to use the Internet and phone banking. The customer service in many companies is non-existent. Sales assistants are underpaid, overworked and unenthusiastic.

Here is a statement that, I believe, says it all:

**'If brochures could do what I'm paid to do, I'd be out of a job'..Joe
Girard**

Can a brochure sell you a car or help you decide which house to make your home?

As a salesperson it is our job to calm the prospects fears, hold him by the hand, help soothe his worry and help him make the right choice. Once you have eliminated fear by simple reassurances, then and only then, can we move toward the closing of the sale.

It is that simple.

The Lure of Pleasure

Most people know what it is like to not have a lot of money; to struggle financially, socially, politically, intellectually, morally and so on. We all seem to have a reference point for it.

We, or perhaps our families, may have been there, or we know someone who has. Therefore it is not hard for us to know what we do not want based on these references. However, here is the real difficulty.

Most people do not know what they want because they have no frame of personal reference for that future point.

Let me explain.

I do not know what it is like to be chauffeur-driven in a black stretch Benz. I do not know what it is like to circumnavigate the World in an air-balloon. I do not know what it is like to own a castle in Scotland or a Picasso painting. I do not know what it's like to own a multi-million dollar empire and have a Swiss bank account with secret ID number.

Do you get what I am saying? Although all that sounds nice, **I do not have any personal emotion attached to this dream.**

It is too hard for my mind to imagine all those things as I have no frame of personal reference. In other words, I cannot see myself having all those luxuries and the feelings associated with it because I do not know what it is like.

If someone said: "*Would you like to be a millionaire?*" who would say no? But if I further qualified that question and said that you must be disciplined, dedicated, determined, savvy, astute, make lot of decisions, put in long hours at workmany will stop you there. The pain is too much. Associating the goal with hard work brings some pain irrespective of the millionaire status as a payoff.

Unless I can attach good feelings to each of the items described, few will do anything about it.

EXAMPLE:



Imagine that I am purchasing a new car.

This is how the sales process works to get me to associate feelings with the purchase, the type of questions the salesperson will need to ask:

- Can you see yourself driving in the car?
- How does that make you feel and why?

- When you have the sun-roof opened and the stereo playing your favorite CD, what does this image conjure up? Why?
- What does it mean to you to drive this particular car rather than just any other car? Why?
- How do you think your peers and business partners will view you?
- Is that important to you? Why?
- What is the message you want to send off with driving this car?
- Is it important that you are viewed as a success?
- Is driving this car a sign of success?
- Would anyone else be driving this car?
- Where would you drive it on the weekends?
- Would the black interior or the red suit you better?
- Do you have a parking spot at work/home?

This type of questioning can be applied to any industry: Real Estate (when a couple are making a house purchase) Retail, Hospitality, Direct sales etc.

Can you see that the **feelings** are **more important** than the price attached to the product? People are buying feelings that are associated with a particular purchase. If you can give them enough feelings to anchor their personal reference points to it and take possession of the product – the sale is made.

Next time you see a salesperson trying to sell you on the features of a products (looks, size, weight etc.) or the price break down and repayment plan, and not feelings, just chuckle silently. They do not know that emotional ties and feelings will always outweigh the price factor by 10 to 1.

Have you ever paid more for a product or service because you just had to have it? There is your answer.

PRACTICAL TASK (10 min)

You are a salesperson in a men's suit store. If you are a woman then it is a ladies boutique store.

How would you go about selling a suit/dress to your customer?

Benefits:

Features

Feelings

Can you clearly see how the feelings that the product provides from its benefits are far more important than the price?

3.2. How To Apply The Sales Process

This is the crux of your sales career. You apply the sales process is simply a matter of preparing and using an effective and flexible SALES PRESENTATION.

Some companies have a standard presentation for selling their service or product. However, as with everything, there is always room for improvement. And if you happen to start working for a company that does not have at least a guideline, imagine their delight when you come up with a framework that you are willing to implement before everyone else gives it a go?

Then there are companies who have a presentation, that is not all that great. Just nod your head and say how great it is. Make a few improvements that you use, then watch the eyebrows when your sales figures are rising above those who have been there for 10 years. Imagine it! . “What is your secret, Harry?” And you say: ‘Oh I just made a few adjustments to the presentation.’ Everyone will be dying to know what you did, when in reality all you did was follow the logical sales process and made sure that the presentation contained all the elements it needs to be as successful as possible as often as possible HOW?

3.3.. Constructing a Sales Presentation

This is simply merging the sales process into what you sell. Applying the sales process is turning it into an actual presentation for an actual product. Whatever product or service you sell requires its own presentation, but that presentation must follow the basics of the Sales Process. Here is an example.

EXAMPLE: *Math and English Educational Product Series sold direct to families.*

What would the presentation include?

Rapport Building – Questions about the parents' schooling.

Where they went, what they liked/disliked and why?

What were their ambitions?

Did they come to fruition, why? why not?

What do you hope for your children during and after their schooling? [Note that the rapport building is specific to the product – involving them instantly in the reason you are there].

Establishing Needs/Creating Desire – Questions about what is required during schooling to achieve particular goals.

Which subjects are the most important and why?

Have credible documentation that shows why Math and English are the most important subjects, backing up what the parents already told you.

If we have good Math and English skills, what kinds of jobs are available to us?
Build the goals together writing them down.

Overcoming Objections - What is needed to have strong Math and English skills – provide options together and write them down.

Which is the most effective and why?

Which is the least effective and why?

If money was no obstacle which would you choose and why?

Show (demonstrate) the product in action – ask how did you feel about the program?

Could you see yourselves becoming involved in something like this? How would it fit in to your lifestyle?

What else would you do to make sure the kids used the program?

Why do you feel that this is a good program for your family?

Closing the SALE – Write out all the options available and why your product is the best choice. Show on paper the expense of all the other options and reinforce their other pitfalls. Continue with strong eye-contact and written points, show your clients that the lack of strong Math and English skills can cause extreme difficulty in getting a good job. Go over the time commitment to implementing the program and how it is not an issue. Review the things we wrote earlier about how to obtain a good job and why Math and English is so important. Show that this program provides more than what we have mentioned – by physically listing everything they get; the program, work books, certificates AND phone tutor support. "By the way, the price in just \$ X".

By the time we arrive at the price, the family is already sold; price is a non issue, in their minds they had already decided to get the product regardless - the paperwork is a formality.

Effective Follow-Up – Leave a thank you note in the family's letter box.

Arrange for a bouquet of flowers to arrive the next day congratulating the family.

Make a phone call after the product is delivered to make sure all was received, that it is intact and useable.

Arrange to call on the family at a time that is convenient to them so you can drop in some good, free hard-cover workbooks that have the child or children's name(s) printed on them.

While you are there, get some feedback about how they are enjoying the program.

Make sure that all has been organized for the smooth running of the repayments.

This is the time to ask, "Who do you know that might also benefit by using this program?" You might offer an English dictionary in exchange for 10 names, but that probably won't be necessary if they are very pleased with you and the product.

Now YOU

This is obviously an abridged version, but you can see how the sales process was applied in our sales presentation. Hopefully you can identify how objections were covered in the presentation itself, and the close brought everything together as a reinforcement of the things we had already agreed upon.

Whatever you sell needs a presentation that follows the sales process. The presentation may not always be 'stuck to' 100% but it is a framework that ensures that the prospects receive the correct information. Some people won't need to go through the entire presentation, others will need a few sections reviewed – it depends on the person.

Put your presentation together, or adjust the one you have so that it is a smooth running machine that can be tweaked and altered to suit the type of buyer you present to. No-one has a 100% hit rate, but you can have an excellent sales-to-presentations rate if you have a good presentation.

It may take a little time, some experimenting and advice from others, but it will be well worth it when you have a good solid presentation.

SECTION 4: Recognizing A Buyer

4.1 ... Various Buyer Types

4.2 ... Identifying Buyer Signals

4.3 ... Awareness of Personality Types

4.1.. Various Buyer Types

One important factor in sales is not to stereotype people, or even worse mistakenly stereotype a person. The same goes with ethnic groups. By doing so, not only will you get yourself into difficulty, but as long as a prospect has money, qualifies, and wants your product, it doesn't matter where their ancestors come from, what they wear or eat, the car they drive or what job they have etc.

Some salespeople feel that they have a special insight and can size up prospects according to their occupations.

The biggest sin in SELLING is PRE-QUALIFYING a buyer TYPE.

REMEMBER: Everyone is a buyer.

If the person gave you their time to meet you or come to your office, they are considered as buyers.

PRACTICAL TASK (10 min)

Observe the people in the following 3 pictures.



Picture A:



Picture B:



Picture C:

What can you observe (if anything) about their particular buying habits?

Be sure to look at their clothes, gestures, culture, what they are most likely will buy based on their ethnic backgrounds and your own understanding of their culture.

Pic A: _____

Pic B: _____

Pic C: _____

Based on the photos and your judgment, where do you think **they live** and how much **disposable income** do you think they have (**5 min.**)

Pic A: _____

Pic B: _____

Pic C: _____

The point of that exercise is so that you can see how easily you can fall in to the **STEREOTYPE TRAP** and lose sales. So get it into your head, as of this day forward –

NEVER STEREOTYPE & NEVER PREQUALIFY

If you do pre-qualify (i.e.; he/she is not a buyer) it will show on your face. You already have made up your mind and you will not make a sale.

Who are you to judge?

What does a buyer look like?

Here are a few examples that I've heard salespeople tell me, speakers tell their audiences or I've read.

Accountants: Very conservative, they cross their **t**'s and dot their **i**'s, they are emotionally barren and have a tendency to be boring.

Dentists: Thinkers and will be sold not by emotion but rather by facts

Engineers: Methodical, practical and logical and so are their buying habits.

Farmers: Very personable free spirited and down to earth; salespeople will have to appeal to their independent spirit.

Entrepreneurs: Usually open minded and aggressive thinkers who can make quick decisions. They love enthusiastic presenters and having their egos stroked.

Solicitors: Need to have control, know everything, have huge egos, are slow to act.

Doctors: Prima Donnas who consider themselves 'god-like' and enjoy being treated as such, however rarely venture outside their own fields.

Salespeople: Easiest to sell to when put under pressure.

Here is a spanner in the works for those that feel they can spot a buyer or particular type.

How do you deal with a black dentist who is half Spanish half Jewish? She smokes a pipe and drives a VW Kombi Van?

However here is some interesting research that may help you identify certain buyer groups.

Stanford Research Institute conducted a Values and Lifestyles Survey over some years and I would like to share the results with you.

The majority of people in the world can be categorized this way:

1. **Belongers**
2. **Emulators**
3. **Achievers**
4. **Socially Conscious**
5. **Need driven**
6. **Integrated**

If you have a better understanding of their groupings, perhaps you may be able to better present and sell to them.

1..... Belongers



They value: family, mateship, religion, security, friendship, sport etc.

Most still live in the same suburbs where they lived as children. Some have the same friends from school and their childhood sweetheart for a partner.

Their psychological wounds* family splitting up, divorce, changing suburbs, family or friends moving away.

(*Things that leave long lasting impressions on them; lack of money, education, clothes etc)

PRACTICAL TASK (5 min)

How would you try to sell to this group? _____

What TV advertising can you think of that targets this group?

2..... Emulators (The ‘wanna-be’s’-(18%)



This group is aged 17-38 years old that are looking at becoming more successful. They value achievers, trends, confidence, Gurus, entrepreneurs, Stock Markets, Real Estate Investments. Their main interests are sex, fashion, travel, leisure, sports, entertainment, food, partying, technology, latest fads, health and beauty. The advertising agencies have a field day with this group. One network in Australia is purely focused on this target group.

They drive cheap sports-cars that look like expensive sports-cars, i.e. Ford Capri Convertibles, SAAB, old BMW's, Chevies and Mustang Convertibles etc.

They are easily manipulated by the latest trends and have a longing for success.

PRACTICAL TASK (5 min)

How would you try to sell to this group? _____

What TV advertising can you think of that targets this group?

3..... Achievers (20%)



These are the people that others strive to be like. They value uniqueness, confidence, distinction and success. Most would drive a Mercedes Benz, go sailing, wear Polo, La Coste, Oscar De La Renta outfits and shirts, play golf, tennis, have a holiday home in the mountains or the seaside and have an annual salary in excess of \$100K. Their deep psychological desire is to not be considered one of the pack. They are about being “it”. Different.

PRACTICAL TASK (5 min)

How would you try to sell to this group? _____

What TV advertising can you think of that targets this group?

4. Society Conscious ('Protectors of the Planet')



Also known as 'the Greens'.

There are two types of Society Conscious People

*One: **Experiencals*** – they grew up in the 60's, partied and smoked weed. They still drive VW Kombi's, live in the hills and are somewhat outsiders to society. They also tend to be frustrated musicians, poets, writers and artists. Many left school early and do extra courses to catch up. They grow their own vegetables and use natural resources for electricity, fire and heat.

*Two: **Society Conscious*** – They tend to be highly educated and go into business to make a difference. They pride themselves on their intelligence. They drive Volvos and SAAB's as they are good reliable cars that do just as good a job as a Benz but cost less.

PRACTICAL TASK (5 min)

How would you try to sell to this group? _____

What TV advertising can you think of that targets this group?

5. Need Driven



This group is reliant on Social Security, pensions and the group includes War Veterans, Disabled, Injured and such. These people are need-driven rather than want-driven.

PRACTICAL TASK (5 min)

How would you try to sell to this group? _____

What TV advertising can you think of that targets this group?

6. Integrated (0.1%)



This group of individuals have “MADE IT”. They are in high tax brackets with incomes exceeding \$250K. They own successful businesses, have a network of contacts and are always in demand for charities, public lectures and the like.

They call the shots, they do not like to be manipulated and most are socially conscious.

PRACTICAL TASK (5 min)

How would you try to sell to this group? _____

What TV advertising can you think of that targets this group?

Summary:

Now you can identify each specific group and can understand their particular traits.

Sell to their egos, emotions, psychological wounds, hurts and wants.

The people in each group like to be sold, so do not think that other factors influence their habits.

4.2.. Identifying Buyer Signals

To identify buyer signals, we must develop the skill of intent listening and acute hearing. When we remember someone we bought something from there are usually two things that stand out, their enthusiasm, and the things they said that made us feel good.

An effective sales person knows how to make you feel good by pushing your hot-buttons. How do they know what your hot-buttons are?

They ask you a few questions, get you to talk about yourself and you give them all the information they need.

The reason many people chose selling as a profession is because they want:

To meet people and develop people skills

To make friends/contacts - local, national and international

To tell and hear interesting stories

To make a higher than average income, possibly an exceptional one

Sales people are the highest paid storytellers in the world. However we must also be clever enough to be **good listeners** at the same time. Over-talk and you will lose your prospect. LISTENING is vital but even more vital is to HEAR.

Just to recap.

- We are all sales people.
- A successful sales person is not born, but rather made.
- A sales person deals with PEOPLE.
- A sales person needs to be ENTHUSIASTIC.
- And most of all, a salesperson needs to SMILE.

Having said that, let's answer this vital question.

PRACTICAL TASK (5 min.)

Do you want to be in sales?

Has anything changed from the same question in Section 1. Table 1 ?

Why?

All people on this planet have **WANTS** and **NEEDS**.

It is the **WANTS** that far outweigh the **NEEDS** and make the world go around.

Everyone wants to be:

- **Slim**
- **Sexy**
- **Smart**
- **Happy**
- **Loved**
- **Wanted**
- **Rich**
- **Intelligent** etc

People essentially buy **FEELINGS** that are going to **alter** their current **state**.

Handy Tip . . . ATTENTION !!! ATTENTION !!!!

People **HATE** to make decisions –what's for dinner, what to wear, or even where to stop to get some gasoline.

It is the function of a professional sales person to help a customer make a decision with as little pain and discomfort as possible.

If you learn nothing else from this course, then just remember that **people hate to make decisions** (some people become almost paralyzed when faced with which washing powder or car wash to get).

If you make the customer feel self assured, confident and comfortable during the decision process, their final decision will be so painless that it doesn't even feel like a decision.

Therefore the decision was easy and they will associate ease and a good 'feeling' with dealing with you – what an advantage.

EXERCISE

When you go to a hardware store to buy a shovel, what are you actually buying?
(TIP* is it the shovel or the hole?)

So, as sales people, we must tune into these wants, perceptions and feelings that the prospect gives off. We can identify their feelings by listening and hearing what they say. Once we identify our buyer, we must also alter our presentation to suit the particular individual and circumstances.

And let us never forget the importance of LISTENING.

How to pay attention (effective listening)

When your prospect or customers talk to you please follow these steps:

Behave in a focused and interested manner (nod often).

Do not be distracted (look around the room or fiddle with the buttons on your shirt).

Do not fidget.

Make your face expressive, eyebrows raised, smile, concentrate.

Do not groom yourself or pick fluff/lint of your attire.

Do not make notes or doodle unless they gave you permission to do so.

Do not stare at them.

Give polite nods. Watch a good TV reporter when interviewing someone.

Continue the conversation by saying:

“Tell me more”

”How does that work”

“So what you are saying is that”

“So this is what you mean is that”

“Help me understand this,”

Get them talking about themselves as much as possible – it is their favorite subject. So is their name. Try to call them by their first name (if they permit) as often as possible. It should be at least 3 times in the first few minutes.

It is imperative for a person to feel IMPORTANT as it is to have their NEEDS and WANTS met.

Here are some signals that may be otherwise missed if you do not **pay close** attention and **LISTEN**

- “How soon can it be delivered?”
- “What are the monthly installments?”
- “Is direct debit available?”
- “How do we get involved with this?”
- “My partner (husband/wife) would love it”
- “What other colors does it come in”
- “Does it come in a king size version”
- “Which would you recommend?”
- “If I was going to buy it, how much deposit do you need now”
- “Do you take in trade-ins”
- “Can I take it home and try it”

- “That’s a good point, I see what you mean”
- “What happens when I touch this lever”
- How long is this offer available?
- Where could I buy something like this?
- Is this an Australian Company?
- How long have these things been around?
- What sort of people buy them?

EXERCISE (10 min)

Consider a Real Estate Agent. When a prospect mentions that her children are enrolled in a private school, what is she saying to the Agent?

When the husband says:” We’re not the outdoors type.” What is he saying?

Write down as many buyer signal statements as you can think of on one side, on the other, the product or service it is related to.

Buyer Signal

Product/Service

4.3.. Influence of Personality Types

While presenting our products or service to prospects or customers, we must not forget that we are neither ‘**professional entertainers**’ and make fools of ourselves for the sake of light entertainment, nor are we ‘**intellectuals**’ - ‘**know alls**’, there to dazzle prospects/clients with our brilliance.

We are there to do a very important job; satisfy the needs and wants of our clients and, as a result, **make a sale**.

*“You can take all my money and my factories. Just leave me with a handful of salespeople. Inside 18 months I will be back bigger than ever” Harvey Firestone –**Revolutionary Industrialist***

When dealing with prospects, customers or buyers there are at least **8 personality types** that we will come into contact with sooner or later. Can you pick them?

- 1.The ‘**Loyal**’ Follower
- 2.The ‘**Freebie**’ Lover
- 3.The ‘**Purchasing**’ Officer
- 4.The ‘**Slippery**’ Squid
- 5.The ‘**Grizzler**’
- 6.The ‘**List**’ Maker
- 7.The ‘**Dominator**’
- 8.The ‘**Control**’ Freak

1.The ‘**Loyal**’ Follower

This is the kind of customer everyone wants.

- He knows your company back to front
 - He knows you
-

- He knows your predecessor
- He has a list and a budget
- He knows your products and prices
- He doesn't need a lot of rapport building
- He tells everyone about you
- If he doesn't like you, he will ring your superior

PRACTICAL TASK (3 min)

How would you sell to him?

NOTE: You will need to sustain his confidence by telling him you will continue to provide great service. The fact that you are new has changed nothing in terms of the professionalism you will continue to provide. Thank him for the patronage in the past and the patronage he will maintain in the future.

2.The '**Freebie**' Lover

This is the kind of person that has a cupboard full of free samples.

- He wants something for free
- He wants giveaways, samples, try outs etc
- He thinks he is doing you a favor by buying from you
- He knows you can cut your commission to get his sale
- Always wants a discount, trial, 'return or sell' etc.

HANDY TIP:

Mr. Freebie Lover, I know the quality service that my company is going to provide you over the years will far outweigh our minimal fee, and good value is what you really want ISN'T IT?

PRACTICAL TASK (3 min)

How would you sell to him?

The best way to pacify him is to give him ‘quid pro quo’. Something for free in exchange for an introduction to other companies he deals with, a testimonial or a referral.

3. The ‘**Purchasing**’ Officer

These types deal with sales people all day almost everyday.

- He can be impersonal
- He is regimental and thorough
- He is only interested in a fair deal
- A fair price
- He purchases everything from paper clips to coffee
- Not always treated with respect by company

PRACTICAL TASK : (3min)

How would you sell to him?

Recognize how difficult this person's tasks are. Guess who gets the blame when things go wrong or the wrong supplies are ordered? Empathize with them and send them thank you notes and **acknowledge the importance of their position** in the system. **NOBODY** else in the company will. When you make a person feel good about dealing with you, they will enjoy your visits, be more receptive to you when you have new products, and may even buy more from you because of it.

4.The ‘Slippery’ Squid

This is the one prospect you want to pin point and put in a vice.

- He is always rescheduling appointments
- He is always breaking meetings
- He rarely if ever returns calls
- He is afraid of making decisions
- He lacks confidence
- He is like this with everyone, even your competition

PRACTICAL TASK (3 min)

How would you sell to him?

Establish deadlines for purchases and deliveries. Be sure to emphasize **limited stock and price** offers. Give him courage and confidence that dealing with you will be easy and he will have no problems with the goods – that’s your personal guarantee. Get him to place an order and then deliver it to him personally.

5.The ‘Grizzler’

This fellow is opposite to Slippery Squid.

- He grizzles about everything
- Needs a sympathetic ear to bend
- Wants attention
- Needs to feel important

PRACTICAL TASK (3min)

How would you sell to him?

You need to be a good listener (refer to section on How to be a good listener). But if listening to him gets you down, weigh up if it is worth it in the long run. It can be a burden to have such a negative person around you.

6. The **'List'** Maker

This person is well prepared

- He knows all the facts and figures and what he wants
- He has a schedule to follow and tick off
- Everything has to be evidenced and in duplicate if not triplicate

PRACTICAL TASK : (3 min)

How would you sell to him?

You must be well prepared with statistics, data, figures and facts. Use logic, not emotion to sell. It would also pay to keep him updated with the latest developments and new products from your company. Send him brochures, newsletters, press-releases, new product specifications and information, prices and regular updates about what is happening. Although they seem fickle, provide them with the facts and they will buy – especially if you always have the latest things to show them. They will love that and love dealing with you.

7. The **'Dominator'**

This person could EAT YOU ALIVE. He starts off being pleasant but if you do not meet his expectation he will:

- Be bold and to the point with **his** needs and wants
- Tell you he cannot tolerate sloppiness
- He does not discriminate between sales people and his co-workers
- He will try to undermine you and your confidence

PRACTICAL TASK (3min)

How would you sell to him?

You need to show him respect. Compliment his handling of the difficult job at hand. Tell him that if there were more people like him, things sure would get done. Agree with him. Always get to the point quickly respecting his ‘perceived’ authority and no-nonsense business approach. Stroke his importance and he will respond by buying.

8.The ‘**Control**’ Freak

Be sure you schedule longer for that meeting than it will normally take.

- He is workaholic who expects perfection
- He takes calls during a meeting, sends faxes, looks at his computer
- Makes out everything he does is more important than what you do
- He is difficult to reason with

PRACTICAL TASK : (5min)

How would you sell to him?

You have to get him to get it all out on the table. Find out what bothers him, whether it is your poor delivery, non-returned calls, damaged goods or that his football team lost at the weekend. Then ask him questions and ask him for the solution. Put everything back onto him. Let him feel he controlled the lot – saying things like “How would that sit with you?” “What would your approach be?” “Do you feel that this is the best solution?”

HANDY TIP:

In your selling life you will undoubtedly come across all those types of people. The idea is to learn to spot them as quickly as possible. Then you must learn how to deal with each.

It will take practice and time. Persevere with it and soon you will be able to identify and deal with all types, with ease.

SECTION 5: Function of Selling in the Economy

5.1 ... Nothing Happens Until a Sale is Made

5.2 ... 8 Steps to Your Selling Success

5.1.. Nothing Happens Until a Sale is Made

It is not unusual to see many companies and organizations where salespeople are frowned upon, and often viewed with disdain. There is always that silent wall which separates the sales people from administration, and God forbid they should clash. Salespeople are regarded as loud mouthed scam artists that will do anything to 'stitch-up' a client irrespective if they need the product/service or not. **This is a fallacy and it is wrong.** The truth is, it is the salespeople's efforts that pay the wages of everyone.

Why?

The general public has this perceived image that sales people are those guys with greasy hair, shiny teeth, colored ties and bad taste suits with kilograms of jewelry hanging off their necks. All too clearly portrayed in many movies and by the media. In the movies "The Tin Men", "Glen Garry Glen Ross" and "The Boiler Room" Al Pacino, Jack Lemon, Richard Dreyfus and Danny De Vito portray sales people as sleazy, unscrupulous scam artists who fight each other to steal leads, customers and sales.

Are ALL salesmen like this?

Of course not! It's a stereotype perpetuated by the media and the exploits of a few slippery operators. There are some like this in all fields. There are shifty Lawyers and Accountants as well.

Selling is a respectable profession like any other.

I am here to tell you that NOTHING HAPPENS UNTIL A SALE IS MADE.

The whole Western economy would come to a screeching stop if there were no sales made in any industry even as you read this. Everything you see around you had to be sold to someone somewhere along the line.

How can a seller be a buyer?

Every day sales are made. At every meeting or presentation a sale is being made.

Either you sell to the prospect or he/she sells to you.

By accepting their reasons and arguments for **not purchasing** your product, in actual fact they have sold you their story. So in actual fact, you have become the buyer.

IMPORTANT POINT TO REMEMBER: Do not be a buyer of other people's stories. Be a good listener and a subtle empathizer (not a sympathizer), and never be a buyer.

PRACTICAL TASK (5 minutes)

When a sale is made, how many other people would benefit economically? How many other people rely on, for their employment, a sale being made, for example, by a photocopier sales person. List as many producers, suppliers and manufacturers that are required to put a photocopier together.

- | | |
|----------|-----------|
| 1. _____ | 8. _____ |
| 2. _____ | 9. _____ |
| 3. _____ | 10. _____ |
| 4. _____ | 11. _____ |
| 5. _____ | 12. _____ |
| 6. _____ | 13. _____ |
| 7. _____ | 14. _____ |

Selling is an honest and honorable profession, and some of the highest paid people in the world are sales people. If you do not view selling as a PROFESSION then do not do it – all of your prospects will see that you do not believe that you are in a respectable job. What do you think that will do to your sales?

'Why won't this guy trust me? I thought I had 'im nailed'.

The impact of a sales person's effort can be viewed as part of a cycle.

When a sale is made, up to **17** people rely on their livelihoods from the work of a salesperson. NO sale = NO ECONOMY.

Please go over your list as you may have missed out on a few people.

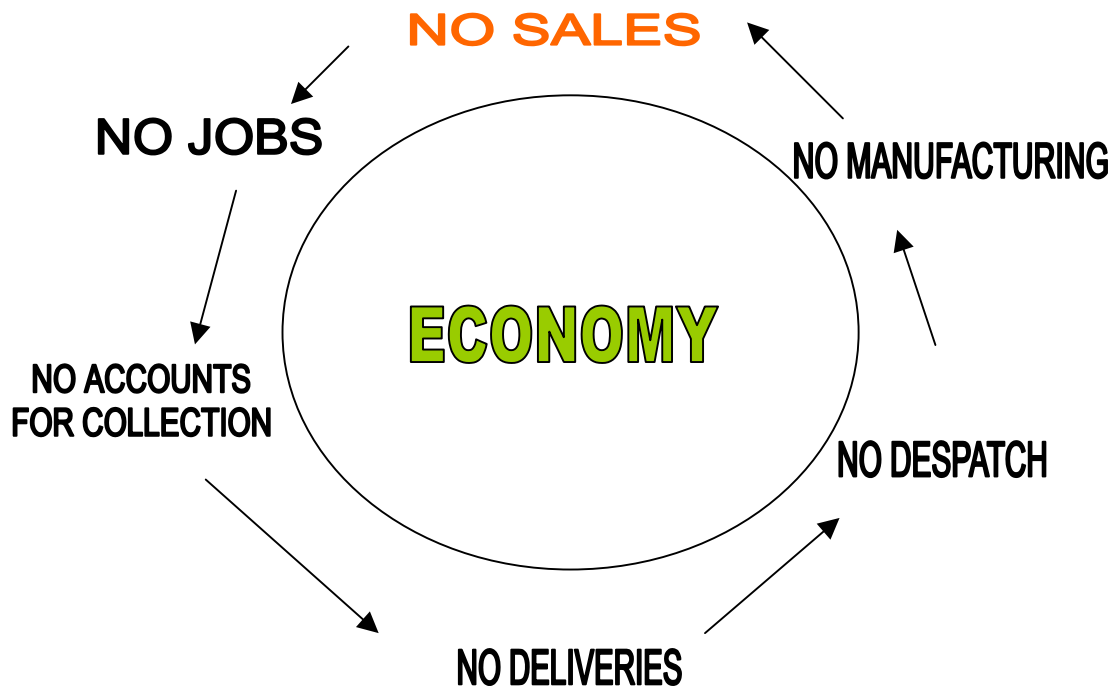


Fig. 4

EXERCISE:

Write down why you feel that sales is such an important part of our economy. . .

Note down why you are proud to be a professional sales person . . .

5.2.. 8 Steps to Your Selling Success

In Section 2 we looked at the correct sales pyramid that heavily weighed on the building of rapport.

Let us examine 8 Steps to Selling Success

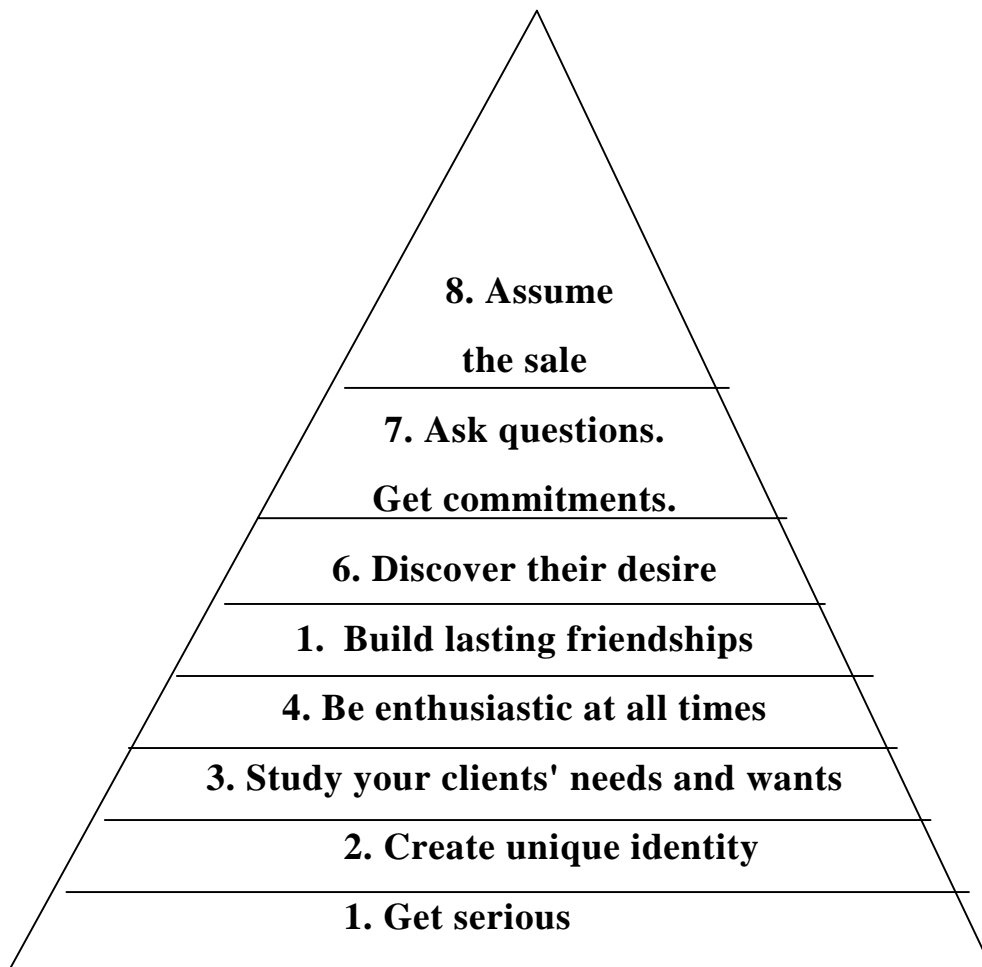


Fig. 5.

When you examine this pyramid you will find again that the biggest part of the pyramid is the base. That is where most of the work has to be carried out.

The ingredients vital to the stability of this pyramid can be summed up as:

- **Get serious**, - decide to be committed

- Create your own **unique identity**
- Study your clients' wants and needs
- **Be enthusiastic** at all times
- Build lasting friendships.
- Discover their **desires**.
- **Ask questions** and get commitments.
- **Assume** the sale.

These elements are closely woven to make the sales process a smooth one.

Let us examine each in detail.

1. Get Serious

Getting serious in my opinion is the most important factor of selling and it often gets overlooked.

Like anything else in life, you must make a decision first to do something. Before you can build a house you must have your finances sorted out and your plans approved. Then choose a builder, materials etc. Then the builder must build solid foundations .The same principle applies here. You have to make some sacrifices first. Not the other way around.

Do you have to put gasoline in your car first before it will run, or is it the other way around?

2. Create Your Own Unique Identity

This will get people excited so they want to deal with you. Otherwise you will make it hard on yourself to be motivated and be successful.

If you are involved in sporting, ethnic or other special interest organizations, it would do no harm to make sure that your associates know of your business activities and products.

I was driving on the road a while back when this old black Cadillac, in pristine condition, took my attention, not because it was an old hearse but I noticed a unique slogan:

“It’s curtains for you!”

Guess what business he was in?

The curtain business of course – what a way to get attention and great use of humor in what otherwise would usually be thought of as a sad car.

Do you get what I mean? – Something unique.

PRACTICAL TASK (5 min)

What other ways (not previously discussed) can you **create a unique identity** that will make you stand out and make people associate you to your products or service?

_____	_____
_____	_____
_____	_____
_____	_____

Here are a few more examples of how you can create your unique appeal.

The local or regional newspapers are peppered with photos of Real Estate Agents and varied trades promoting their wares. They are all trying to make a statement but few stand out as different or as having that extra appeal.

HANDY TIPS on creating a unique identity . . .

Create a weekly expert column in the newspapers in regards to your expertise

Offer newspapers to write a regular article on your field of expertise

Hold Free Seminars to generate leads

Create an exciting business brochure or business card

Create Free Newsletters for clients

Offer Free measure and quotes with a FREE gift for visiting

Create slogans that describe you “We will not be beaten on price or I will mow your lawns for FREE....”(I guess you know what I’m saying)

Obtain referrals from past customers or employers

Make your ads that stand out and add levity

Attend School Functions, Small Business Meetings, Toast Masters

Support a local Community Radio or TV Station

Seek to get FREE publicity on radio and print media

Support Mothers' groups and Youth groups

3. Study Your Clients Wants And Needs

We all have dreams.

Some of us have big ones, others have small ones.

Dreams can also be looked at as **DESIRES** or wishes or events that have not happened yet.

Do you know the definition of **luck**?

‘When preparedness meets opportunity’!

Before you go into a presentation, ask yourself these questions about your prospects/clients. You may not be able to answer them all correctly, but this exercise will give you a better understanding. You will be better prepared.

- What does this person **believe** in?
- What does he evaluate, what does he **question**?
- What does he base his judgments on?
- What are his **needs**?
- What are his **desires**?
- What are his **interests**?
- What are his **hurts**, his psychological wounds, what sets him off (his nerve)?

- Does he have **anyone he looks up to** - gurus, mentors, teachers?
- What is he **proud of**; his family, his achievements, his career?

By doing your homework beforehand, you will be better situated to talk confidently with him about his desires.

Having a prepared mind is the most important requirement for success.

4. Be Enthusiastic At All Times

Expect to WIN

There is nothing worse than seeing someone doing a job they do not like. Never forget the reason you wrote down in SECTION 1, Table 1.- Why you wanted to get into or are already in sales.

How many times have you seen a shop assistant serving you as if someone was torturing them or they just could not be bothered to be there? Or you may have had some phone operator talking to you like you were a child or, even worse, like you were from Mars?

Not pleasant is it?

Everything, whether good or bad, stems from you; your enthusiasm, passion, desire and belief.

It's not easy to sustain passion, belief and enthusiasm – but that's what makes it worth it. No-one else does it, they can't be bothered to make the effort and therefore they constantly make excuses and are unable to sustain success!

Imagine the level of your success if you are the one of the few that makes the effort .

PRACTICAL TASK (3 min)

On a scale of 1 –5 (5 being very fit and competent) at **what level** of fitness would you have to be if you were fighting Mike Tyson today? _____

Why?

Is there any difference from this event to presenting and visiting your prospects?

You see the majority of sales people are at level 1 when they visit their prospects; bored, uninterested, wishing they were elsewhere.

If electricity requires 240 volts to run a light bulb efficiently, and you give it 230, or 235 even 239 volts, will the bulb light up?

Of course not.

The same goes with a sales presentation and our own physical and mental states.

Let us examine how to get to the best state of preparation that we can, in order to give us a fighting chance of success – remember what level you chose for Mike Tyson?

- Read your notes before the visit
- Make sure your sample kits and your personal grooming is correct
- Practice pronouncing their names/companies if difficult
- Practice your presentation speech a few times before you meet
- Focus all your attention on this person like it is the last presentation you will ever give
- Spend as much time as is needed with this person; do not limit your time just because you have to be at your next call
- Give the best presentation you can
- Rate yourself at the end of each presentation on how you think you performed

Make some notes in your diary/journal about what you did and where you can improve next time

Preparation for a sales call or presentation is nothing different to playing sport and warming or limbering up.

WARM UP FIRST.

COOL DOWN AFTERWARDS.

Only the most outstanding sales people prepare every time and review every time they present – will you?

"SEE YOU AT THE TOP" by Zig Ziglar is essential reading for every successful sales person. Read it once a year.

5. Build Lasting Friendships

To be successful in sales you must love people.

I'm sure you have heard this before? You must have a genuine interest in being a *student of people" and a *student of life". You must always be fascinated by how people work- just like a curious little child.

Become curious about people. Ask yourself: 'what makes this person tick?'

Even the great philosophers like Plato, Socrates, Kant and the like, were all students of people. They kept learning and improving their knowledge continuously. So must a salesperson.

'Over the Top' by Zig Ziglar , 'The Richest Man in Babylon' by Robert Clason and 'The Forgotten Secret to Phenomenal Success' by Mike Hernacki are more must-read books.

Let me share a story to illustrate this point.

"On a recent trip to a foreign country I was driven around town from function room to hotel and vice versa by a rather friendly cab driver who spoke little English. He was very enthusiastic to say the least. He kept asking me questions and telling me things. He just would not stop. Stories, people he met, places he drove people to and so on. At times he was beginning to be a bore. After a few hours of this I just wanted to kill him. I couldn't stand his chatter non-stop so I asked him:

'Pepé, why are you so happy and talkative? Don't you ever stop? He replied: ' Señor, I just love people. I'm a people person. And I love what I do, driving cabs. I get to meet some really interesting people. As a matter of fact, not so long ago I drove these two millionaire business men around all day long. I showed them all the sights. Took them places - even had a meal with them at my favorite haunt. When they left to go back

home, they told me that they had had such a great time, more than they had in years, and they left me the biggest tip I ever had. With this money I bought a fleet of cabs and now I have my own company. I love what I do. I am just a people person. ’’

I guess there is a lot to be said about being a people person and developing lasting friendships. Every time I go back to this country I always try to get Pepé to drive me around.

6. Discover Their Desires

The majority of people do not know what they really want out of life. Yet they know what they **do not want**.

We all have internal motivators and de-motivators that govern us.

Here is an example of a MOTIVATOR: (Add a few more in the blanks)

Money	_____
Achievement	_____
Recognition	_____
Acceptance	_____
Love of family	_____
Security	_____
Self acceptance	_____

Here is a list of de-MOTIVATORS: (Add a few more in the blanks)

Self doubts	_____
Failure	_____
Loss of Security	_____
Pain Of Change	_____

Once we know what it is that drives people, we can zero in on those desires that you need to satisfy in your clients.

To discover what they value is as easy as asking these 2 questions:

‘Mr. Smith, what is most important to you in . . .

(life, business, success, family ,dispatch, sales, profitability, staff etc)

Once you know what it is that they **value**, you must also find out **how** they know if their values are being met, such as, *“It is most important that my children grow up to be good citizens and have high moral values.”*

The second question to ask is based on the above: *“Mr. Smith, what has to **happen** in order for you to **feel** that your children are raised with high moral values?”*

Once you know this information, it makes it easier to give them exactly what they want.

Sell your customers **what they want**, **how** they want it and **when** they want it, **often**.

7. Ask Questions

We mentioned earlier that you can get closer to finding out what problems there may be by asking questions.

It is no different to going to your local doctor. Can you imagine if he found out what was wrong with you without asking you one question? What if he diagnosed you wrongly?

It is the same with questioning your clients. The more questions you ask, the closer you are to the **real** solution.

We need to ask questions so we can:

- Control a person’s focus on what is important
- Examine the impending solutions that may come out of the questions
- Work out how you can help
- Obtain small commitments and then expand on them

Use ‘tie-downs’

- Wouldn’t you?

- Couldn't you?
- Shouldn't you?
- Don't you?
- Isn't it?

It is vital that you do not INTERROGATE your clients with 100 quick rapid fire questions. It should be done as a part of a conversation.

'Tell me Mr. Smith if you owned our X widget and it did what you expect it to do, how would that make you feel?''

'What would that do to your (accounting, storage, sales, motivation, time, procedures etc.)?''

'Can you see benefiting from the use of X widget?'

'How about your staff?''

'Why are you looking at changing (procedures, vendors, suppliers etc.)?''

8. Assume the Sale

This process is no different than a General going into battle, thinking, "Well what if I lose. I may you know. I'm not feeling too well."

"If you knew you couldn't fail, would that change your behavior? So what's keeping you from doing it? It's that tiny word 'no'. **Tony Robbins**

If you have followed all the six steps till now, it is your duty to **assume the sale**.

Your clients are looking to you to tell them, advise them and recommend to them the solutions or products that they should use. So it is up to you to take charge. Go into battle thinking "I will win" rather than "What if this and what if that?"

The best way to do that, or solidify the sale would be to ask the customer to step into the future and take possession/ownership of the product with this question.

'Mr. Smith, tell me in what other ways are you going to use the X widget?'

How about 6-12 months down the track?’

EXAMPLE:

A woman goes to a car dealer to look for a second-hand car. Her husband is at work and he left the task to her. She spots the car, gets a good deal from the salesman, and now is ready for the paperwork.

The salesman knows that it is difficult to sell to one party only. She will go home with the car, then the husband will go ‘berserk’ for not being consulted first.

The salesperson should get the woman to assume the sale or sell it to herself by stepping into the future:

‘Mrs. Smith, tell me what are you going to do with this car now?’

- *Where do you see yourself driving it to?*
- *What if Mr. Smith wants to take it for a spin with his fishing buddies?*
- *Where are you going to be driving the kids to?*
- *Have you already booked that caravan park for your next holiday?*
- *How much easier will it be for you to lug all that shopping with this bigger car?*

When she does come home with the new purchase the husband is furious, as you can imagine. “I told you to inquire and get prices not buy anything. Take that car right back, I do not want it”

If the salesman has taken her into the future with her purchase (asked all the relevant questions where she is further selling herself on the car and taking solid possession) she may respond to her husband like a second salesman like this:

‘Well darling. It is me who has to lug all the shopping around every week. I can throw it on little Johnnie’s sporting gear all in the back of the station wagon without fear of clutter. I also have the safety aspect as the car is solid. Plus we can take it on our next vacation with plenty of room for all your fishing gear. And honey, if you are good I can let you take it on those weekend trips with the guys - there’s heaps of room for your beer coolers.’

You see, she has already taken possession of the vehicle in her mind, and planned what to do and where to take it. No way is she going to return it.

NEVER underestimate the power of POSSESSION

Always assume the sale.

Always Give Them More Than They Expect

The true mark of a ‘Champion Salesperson’ is to **always give his clients more** than they expect for the amount they have paid.

This could mean:

- Dropping off the orders personally and installing or delivering the product in person
- Calling from the office in regards to inventory, availability or delivery.

‘Mr. Smith, I just thought I would call just to see if everything is O.K with X widget and if there was anything I could do or help you with.’

- Send your clients extra information regarding updates of your products
- Give them free tickets to Expo's and Trade Fairs’
- Send their spouses free tickets to the theater
- Invite them to special launches and exhibitions

But whatever you do, KEEP YOUR WORD

It is a little known secret of success – try it – it’s simple, easy and effective.

SECTION 6: How To be Street Savvy

6.1... How To Read What Your Clients Eyes Say

6.1 - A) How To Sell To Visuals

6.1 - B) How To Sell To Auditories

6.1 - C) How To Sell To Kinesthetics

6.2 The Commandments of Street Smarts.

6.1.. How To Read What Your Clients Eyes Say

When we use our senses to see, hear, feel, taste and touch things we internalize them and process them in a way that suits us. There are 3 ways in which people internalize information that they receive:

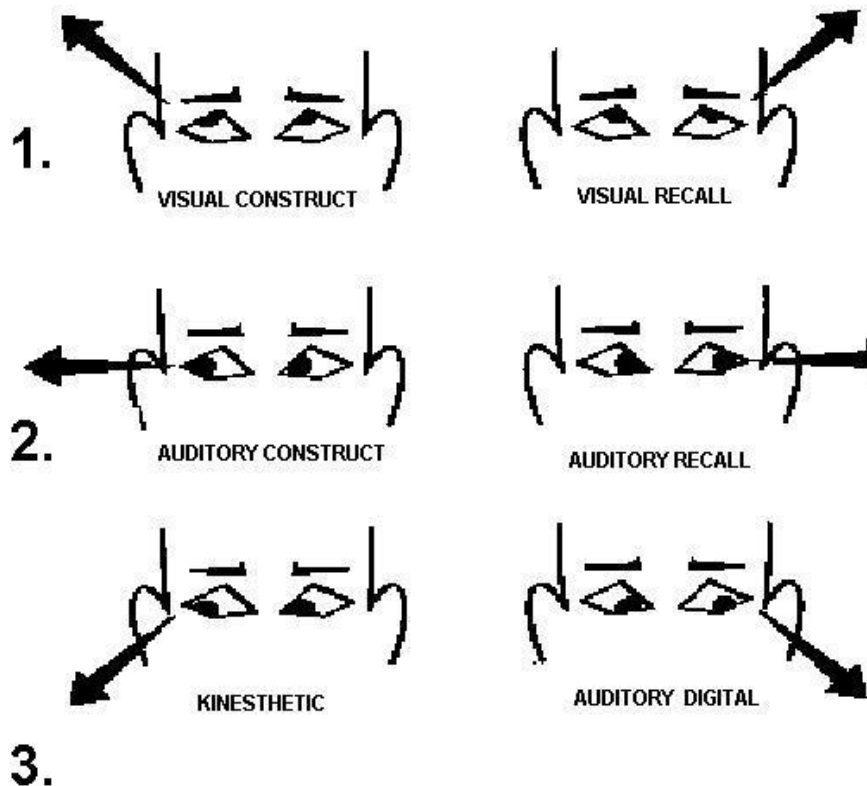
Visually

Auditory

Kinesthetic

6 Ways of Looking

Next time you are sitting opposite a prospect or client watch his eyes. His eyes will tell you how he is internally representing the words he is hearing.



Please study this picture and memorize it.

1. The Visuals (35% of the population)

Need to see it first in their mind's eye.

They convert words into images

They use visual metaphors like clear, bright, looks, and show me

How to find out if someone is "visually oriented"

Words

They usually dress well and it is important for them to look good

They use words like:

Can you **show me** this system?

That's clear to me

I can **see** this working well

Picture this

I take a **dim view** of

Eye movements (example 1 in Fig. 6)

Observe example 1 in the picture.

Upwards and to the LEFT = Past experiences he is trying to recall.

Upwards and to the RIGHT = Future events (he may be lying about a better deal offered by another).

Breathing

High in the chest

Speech

Quick bursts, fast, high pitch, nasally

Always ask a question from a past event that will give you clues.

2. Auditory (25% of the population)

Selective in the words they use

They love to talk on the phone

They need to hear the words first

They speak rhythmically and deliberately slow

Words

Let me **amplify** this for you

Don't use that **tone** with me young man

Did you **hear** the joke about ...

That **rings** a bell

Everything **clicks** now

Eye movements (example 2 in Fig. 6)

Observe example 2. in the picture above.

Sideways and to the LEFT = Past experiences he is trying to recall.

Sideways and to the RIGHT = Future events (he may be lying about a better deal offered by another).

Directly down and to the left means he is talking to himself

Breathing

Even breathing with the whole chest

Speech

Slow, resonant and deliberately announcing words

Always ask a question from a past event that will give you clues.

3. Kinesthetic (40% Of the population) *Albert Einstein was on

This group uses feelings - emotions, gut feelings

They make judgments on how they may feel about someone

They rely and work on trust

Need to touch people and hold or fiddle with objects i.e. pens, phones, letter openers, paper clips etc.

Words

Let's **touch** base

That really **peeves** me off

She **rubs** me the wrong way

I **feel** really good about

I just do not seem to be able to get a **handle** on this

Eye movements (example 3 in Fig.6)

Observe example 3. in the picture above.

Downwards and to the LEFT = Past experiences he is trying to recall.

Downwards and to the RIGHT = Future events (he may be lying about a better deal offered by another).

Breathing

Low in the stomach

Speech

Frequent pauses in answering. They need more time to process information and convert it into feelings. Give them time.

6.1 - A) How To Sell To Visuals

- Show them more than tell them
- Use graphs, pictures, brochures, concepts
- Use hand, finger motions to paint pictures in the air
- Use words like: **clear, see, view, bright, colors, dim**

'Mr. Smith, Can you see how much brighter and bigger this room will look when you add all your furniture. From the bright windows you have a clear panoramic view'

6.1 - B) How To Sell To Auditories

Vary the tone in your voice

- If you give them a piece of paper to look at (with facts and figures) – usually after 15 seconds they will make eye contact with you so you can explain to them.
- Use words like: **sound, bell, ring, amplify, purrs like a cat, to tell you the truth, unheard off, voice an opinion, word for word, get an earful**

‘Mr. Smith, just listen to that engine. Doesn’t she purr like a kitten. And how about that stereo. The best sound your ears will hear’.

6.1 - C) How To Sell To Kinesthetics

- Let them touch and feel your product (if you are selling tangibles)
- Have a firm handshake
- Use words like: **are you following me, that feature nearly slipped my mind, what is your impression of this, how does it feel to you, can you handle the V8 speed, get a load of this, good old fashioned know how.**

'Mr. Smith, feel that leather and the gear stick. Feel that texture. Kick the tires.

NOTE: The reason people kick tires when at a car dealership is to satisfy the Kinesthetic in them.

Ideas About Using Street Smarts

It is a big world and it is tough out there.

“Life is tough. But if you are tough on yourself, life becomes infinitely easier.” *Zig Ziglar*

As a ‘get up and goer’ salesperson, there are a few street rules that you must observe in order to soar in your chosen field. Mark H. McCormack calls them;

6.2 The "Commandments" of Street Smarts.

(How to be 'Street Savvy')

1. Never underestimate or overestimate how important money is to someone.

Many people stress over money, while others could not care less. It all depends on your or their perspective. While neither are good for our health, we should not forget that after all, with money, most business people keep some form of score.

2. Do not be a 'know all'

Sometimes in business we do not always have all the answers. It is O.K to say '**I'm not sure**' or '**I don't know**'. By saying this, it will also allow the other person to place themselves in a position where they feel compelled to teach you.

This can be a subtle form of ego stroking while you pick up important information or at least find out what the other party knows.

'Mr. Smith, I do not know the answer to that question, but I can make a quick phone call to my office and I can get someone who does'.

3. Ask more, speak less

There is nothing worse than a salesperson with 'verbal diarrhea'.

If you are asking questions you are on a fact-finding mission. You are also asking the other person to think and process the question before answering.

When you do ask, shut up and take notes of all the answers.

Speak in bursts of 30 seconds only.

Watch all the body language and the eye movements (explained in 'How to read what your clients eyes say' BONUS 1).

4. Every deal has a life of its own- with or without you

Some deals are large while others are small. Some deals take a while to get going while others happen in a flash. Some need a gentle hurry-on while others need to be watered and nurtured just like a plant.

Always remember that whatever deal you may have on the table, be grateful that it is there. The big ones will come sooner or later. Take care of the little ones first.

5. Commit to success - quality will follow

Some people like to do 100 things at once, never completing any of them nor giving them the time and effort they deserve. It is better to do one thing really well than to do 100 poorly. Concentrate on each task at hand and give it everything you've got. Then, and only then, can you be certain that it will succeed.

6. How many business contacts do you want? - As many as you can!

In order to succeed you can never have too many people to call on, see, visit and get referrals from. Your best bets are people you already know, have been introduced to, or are friends with.

7. Courtesy goes a long way

It never hurts to be nice to people. Treat people as you would like to be treated.

8. The Forgotten Secret to Phenomenal Success is *KEEP YOUR WORD*.

Whatever you do, keep your word **to yourself** and to your clients. That way you will obtain a reputation of being reliable and responsible.

9. Become a shark in a swimming pool

Why compete with everyone else in the CBD or a particular territory.

Go to country towns and provincial places that no-one wants to visit. Sell in places where there is the least competition. Because at the end of the day, no-one is going to say where you made your sales from, but rather how many and what volume. Be the shark in a little pool, rather than whitebait in the Pacific.

10. Become a numbers person

Know your numbers;

- Your closing ratios.
- Your call ratios.
- Your conversion ratios.

- Your appointment ratios.

Keep statistics. If you sell a \$1,000 product and you need to see 4 people to make a sale, then your conversion ratio is 1:4 or 25%. But here is also something very interesting;

Did you know the other 3 people you did not sell to, brought you closer to your sale? Closer to a 'YES' decision. The 'NO's' (so to speak) are also worth money to you. Each NO is worth \$250 to you. So the No's are valuable too. Think of each 'NO' as a stepping-stone towards your 'YES'.

11 See as many people as you can – and then some more

There is nothing more satisfying than to make a sale. It is addictive. Sales people need to sell just like a ball player needs to score a goal or a home run.

Did you know what most salespeople do when they make a sale?

Brag about it to others and tell the world. Plus they lose their momentum.

So when you make a sale, don't stop. Quickly follow it up with another one. Because you have momentum, the feeling of 'unbeatability', 'that you cannot do anything wrong'.

Keep Going because your competition won't.

12. Renew old accounts

Another big mistake salespeople make is that they do not make enough calls. They do not re-acquaint themselves with some of the older accounts that may not have bought for some time. There's always a reason for that. No contact from the salesperson, poor delivery, wrong invoice etc. Find out why they have not ordered for a while. They would love to hear from you.

I knew a salesperson who was not given any leads by his company, except the old so-called 'dead' list. He resurrected them with huge success. Again – do what nobody else wants to.

13. Mobile University – your car

Turn your car into a learning center for further improvement. Listen to audio tapes by successful individuals from many walks of life at every chance you get.

Here are just a few:

Joe Girard - Zig Ziglar - Ron Popeil – Tom Hopkins

Brian Tracy – Napoleon Hill – Tom Peters- Frank Bettger

To become an overall professional with insight and depth, it is a good idea to occasionally venture outside just the selling field to broaden your horizons. The following authors should also be sought:

- Og Mandino (Sales Trilogy)
- Victor Kiam (Remington)
- Ricardo Semler (Maverick)
- Mark McCormack (IMG CEO – The Terrible Truth About Lawyers)
- Lee Iaccoca (Former Chrysler CEO – Talking Straight)
- George S. Clason (Richest Man In Babylon)
- David J. Schwartz (The Magic Of Thinking Big)
- Norman Vincent Peale (You Can If You Think You Can)
- Jim Rohn (7 Strategies For Wealth And Happiness)
- Wess Roberts (Leadership Qualities Of Attila The Hun)
- Sun Tzu (The Art Of War)
- James Redfield (The Celestine Prophecy)
- Dr. Lair Ribero (Success Is No Accident)
- Donald Trump (The Art Of The Deal)
- Brian Adams (Sales Cybernetics)
- David Ogilvy (Confessions Of An Advertising Man)
- Mary Kay –Ash (On People Management)

- Robert Lomas (Nikola Tesla – The Man Who Invented The 20th century)
- Ayn Rand (Fountainhead and Atlas Shrugged)

The master sales professionals who make up most of that list, have been out there, and many are still out there, making sales. If you want to know about selling, listen to someone who has been in selling, not someone who just regurgitates information from other people's experiences. A great salesman is someone who can tell a million stories about the types of customers they've had, the products they've sold and the interesting ways they have made sales, get leads, referrals and so on – listen to them.

Learn to be a GREAT STORYTELLER.

A LAST WORD OF ADVICE

Make it your business to manage your money well. *The Richest Man in Babylon* will teach you that in a day. There is nothing worse than a sales person who does not handle their income well. They become desperate sellers and soon forget their real craft and the skill required. Do not fall into the trap of spending before you earn or spending more than you earn – your success will be eternal if you just manage your money correctly.

Managing your income will make you a better sales professional because you will not be constantly anxious about what you have done at the end of the month. Instead you can concern yourself with being a quality sales professional.

Special Bonus Section

The Art of Selling Yourself

PART 1: How to get the Sales Position You Want

PART 2: Effective Resume Structure for Sales Positions

Part 1: How To Get the Sales Position You Want

Seek And You Shall Find

I did some extensive research in this topic in order to provide the most accurate information possible.

I applied for all kinds of jobs; some I was over-qualified for, some I was under-qualified for, and others that I was not qualified at all to do.

Whether I was interviewed by the employer personally or by an agency, the general outcome was as sure as death and taxes – I'm serious!

Let me share with you what I found (by the way, my wife did the same thing by applying for all kinds of positions and had the exact same result). Of course it is VITAL that you have a resumé that gets you an interview – that is the easy part (see the section on resume writing).

What Are Employers Looking For?

I'll discuss personal presentation shortly, but let me get straight down to what ALL employers (in my experience) are looking for in a prospective employee. They want someone who is:

First - Reliable & Responsible

Most employers just want to know that you are going to show up every day and that you can work without constant supervision.

Second - Has Desire & Initiative

Once they figure out that you're going to be there every day and can work independently, they want to know that you have a desire to learn the job requirements, and that you wish to do well. If you show a desire to do well, it shows that you take the job seriously, no matter whether it is cleaning bins or landing million dollar accounts – it is important to view the job as important.

Employers also want to know that you are so committed to doing well at the job, you will probably do more than is required of you. Initiative is viewed with great favor. Show that you like to do more rather than the bare minimum and you just doubled your appeal.

Third – Honesty and Enthusiasm

Finally it is important that the employer feels they can trust you. This way you will be given more responsibility quickly, and may even be offered a better position. If the employer feels that you can be trusted, that makes them feel relaxed - an honest person will be on their team.

Your enthusiasm brings together everything else mentioned, plus one – that you are a good person to be around and the other people there that you may need to work with will like you. It is important that the employer thinks you will fit in – a bright enthusiastic person often fits in a lot better than a person who wants to sit in the corner and keep to themselves.

To recap, most employers are seeking someone who:

- Is Reliable
- Is Responsible
- Shows desire
- Shows initiative
- Is Honest
- Is Enthusiastic

By showing these attributes you will stand out as an employee to watch.

Have A Choice

My wife and I had a 50% success rate at applying for all types of jobs. We had our choice most of the time and as offers come in, it makes the knock backs much easier to take.

You have a job already

Why not make it your job to get yourself a job.

Write down the exact type of job you want and apply, apply, apply relentlessly.

Always be sure to keep a record of what you have applied for and when, so you can be sure to follow up your applications.

Apply for jobs that have some of the elements you seek, all of the elements you seek, and occasionally none of the elements you particularly seek, but sound like fun anyway that job can tide you over until you find the one you really want. You can do that job well while you seek the next one!

Notice Anything?

Did you notice that experience and qualifications did not really come in to it? These things have some bearing, but are seldom the deciding factor. They can be of assistance in some cases, but not in all cases. You can always acquire experience and qualifications, but the above attributes are what will get you a job.

But How?

You may be asking yourself how do I show all of these qualities, or even one? It's as easy as being yourself. Yes, it is true. That is the secret about getting a job that no one ever tells you. Really relax and be yourself. Unless you are a criminal wearing a prison uniform, the above things I have mentioned will come naturally.

Now that you are aware of what employers are looking for, you can come across with the right attributes and not be over zealous, but rather, composed and focused. Employers do like someone who knows what they want, but not someone who is arrogant.

Be cool, smile and be yourself.

The inventor Thomas Edison said: “Most people don’t realize how close they are to great success.’

APPEARANCE – Personal Presentation

It is important that you show respect for yourself and for your prospective employer by dressing well.

It shows that you take this opportunity very seriously and that you have the good taste to look your best for your own self-respect as well as showing a regard for the employer’s opinion of you.

It is an absolute must that you have clothing that **MAKES YOU FEEL LIKE A WINNER.**

People judge you in about 15 seconds - that is a fact of life. Even though it is important that the clothes you wear make you feel good, do yourself a favor and choose clothes that are conservative – with a personal touch with the

- hat, gloves,
- a belt,
- a brooch,
- a ribbon,
- earrings,
- a scarf,
- a tie pin,
- your brief case or folder,
- a handkerchief
- a ring

You get the idea. Put your personal touch in a subtle yet significant manner. Spare no expense when buying your clothes for interviews. Have one set to wear to all – and a back up set for second interviews. Your prospective employers do not know that you have seen three other people in the same outfit.

It is a good idea to have as many interviews in one day as possible.

It prepares you for the sales industry by disciplining you into constantly presenting with enthusiasm – only you are the product!

Plan Your Attack On Getting A Top Sales Position

Set aside a day where all you do is gather new job opportunities: newspaper, internet etc, and paste them into an exercise book, one job per page.

Then you should have an initial-contact day where you call, fax, email or post out to all the positions you have gathered to apply for that week.

Then have a follow-up day where all you do is follow up all the jobs you applied for last week and thirdly, have two interview days a week where all you do is go to interviews. Be sure to make notes after each of these events.

Keeping Records

First paste the ad on a page in a small exercise book.

Then make phone contact and formally introduce yourself before you send your resumé. Make notes about who you spoke to and what was said and how you felt about it.

When you follow up, make notes again, and if you are called in the meantime for an interview, make notes about that as well.

When you have the interview, always write something down immediately afterwards about what it was like, how you felt, what you did well, and what you can improve.

~~Follow up the interview with a phone call and also make notes on this occasion.~~

Always be sure to evaluate your own performance, including what you did well, as well as how you felt about what happened and why.

THESE ARE EXCELLENT HABITS TO PREPARE YOU FOR PROFESSIONAL SELLING - THEY WILL DRASTICALLY IMPROVE YOUR PROFESSIONAL SELLING SKILLS.

Also remember that any sales position will give you some sales skills and experience and that it can tide you over while you keep looking for a job you may enjoy more. But there is no reason why you cannot be the best at the job you do get, even if it isn't the one you really wanted – it doesn't mean you can't be good at it while you keep looking. This will ensure that you leave a solid reputation in your wake.

NEVER STOP TRYING.

NEVER STOP STRIVING.

ALWAYS KEEP SMILING.

I can give you a six word formula for success: “ Think things through – then follow through.” Albert Einstein

Part 2: Resumé Structure for Sales Positions

Resumé Madness

I think it is crass and very unjust that a person is judged by what is on a few pieces of paper. However, it is a fact of life that you can work against and never get a job, or work with to your advantage.

If you want to be noticed, be different – but in a good way. Be different by giving your resumé a *personal touch*, a different but still *professional presentation*, and be noticed by making your resumé electronic (this allows color, animation and other noticeable factors) and make it ‘faxable’.

If you have a computer, it is definitely worthwhile getting faxing software – then you are never shut out because of technology.

A resumé that is a bit different shows the employer that you are willing to go the extra mile to get their attention – that you hold this job in such high esteem that you are willing to stretch yourself to be noticed.

An effective resumé does not just state the obvious (age, past jobs, DOB, qualifications etc), *a resumé is a hallmark of your character and work ethics.*

Why Should I go to so Much Effort?

In order to get an interview where you can sell yourself, you must market yourself well with your resumé.

Getting the interview is vital.

You must have the opportunity to sell yourself personally to the employer – to get an interview – you must have an exceptionally PRESENTED resumé.

A resumé that gets noticed, gets interviews.

You only need to spend time doing this properly ONCE and then just update and freshen it up a little once a month.

Once done properly, you need not worry about it, just concentrate on looking through the employment pages. An effective resumé does its job so you can do yours – be a star at the interview.

I have found the following structure to be very successful at obtaining interviews.

A practical example has been included for your benefit, but I urge you to follow the basic set up (below), rather than ‘compare’ your own to the example enclosed.

You may need to amend it for certain jobs, but for the most part it will be standard.

While every effort is made to assist in successful resumé writing, there is no guarantee that this method will work 100% of the time. Keep in mind though, the effort you put in to getting a job will directly affect the type of job you eventually obtain. Put in a poor effort, you’ll get a poor result.

For resúmes to be **mailed out**, have one in an A5 shape (A4 folded in half so it opens like a book) that is stapled in the middle and has a colored page as the cover or a color photo of you on white paper.

All resúmes, faxed, emailed, and posted, **MUST** have a recent photo of you, smiling and looking your best.

The front page should say: Introducing PHOTO your name underneath. The bottom of the front page should draw attention to the fact that this resumé is different simply by statingAn innovative resumé booklet for your convenience that details the personal and professional history of the applicant.

First page has an index which should include the arrowhead titles . .

Letter of Introduction:

Write a letter of introduction in the third person. This gives you the flexibility of being able to build yourself up without your own self-consciousness coming in to it.

The letter should have a letterhead if possible – if you do not have a computer, use a friend's or go to the local library, it is well worth the extra effort. The letterhead should have either a still picture of you at a desk working or answering the phone. If you have received any awards or competed in any special events, a picture of that could be good also.

The side of the letterhead needs to have . . . An Important Message from the Desk of . . . YOUR NAME. Keep the words a modest size.

LETTER OF INTRODUCTION

It is most important that the employer realizes that it is a third party letter.

The text should be similar to this:

This letter is to serve as an introduction for my good friend/colleague (whatever is applicable) in application for the position of _____ as advertised ____ .

Ask a friend, family member or past colleague who is in what would be viewed as a favorable job to read and sign it, with their position & contact details beneath. It does not have to be a prominent position, just a stable and agreeable one.

You will find that a Letter of Introduction acts as a reference and has an **immediate positive impact** because, 1) It is a different approach, and 2) It shows initiative. (Plus it sends a message of tradition and respect.)

Personal Details: Name, DOB, Address, Health, Transport etc

Formal Education & Qualifications:

List of Primary/High School, any TAFE/CAE, Adult Education, Tertiary or any type of completed course that provides recognition of achievement.

Education & Qualification Documentation:

For mailing or manual faxing, you can have a copy of all of your education and course certificates etc.

For emailing and computer faxing, scan the documents as Word documents for easy opening and reading. If you do not have a scanner, borrow one, use a friend's or again, visit the local library – how impressive you will be will depend on the effort you put in.

Employment History:

List all previous employment – paid or unpaid. Include where, when, for how long and precisely what the responsibilities of the job were PLUS how you felt about the job.

Work Related Accomplishments:

List here any form of recognition, like awards, a letter, a note anything which shows that you go the extra mile, make more effort than what is required or that simply says what a valuable employee you are.

This could include work related references or any documented recognition.

Other Personal Achievements:

This section should include any sport, music, artistic, writing talent, speaking talent or any other course like First Aid or Life Saving.

Although these things are not directly related to a sales position, they show character, commitment and a desire to extend yourself.

You could also include any community work, volunteered or otherwise that you may have done. Assisting in any special community events should also be included.

Make sure you include a brief ‘blurb’ about each item on the list (what it involved, what was achieved etc) and be sure to include a copy of any documents of recognition.

Reasons for Employing (YOU):

List here at least 5 reasons why YOU should be chosen for any form of employment. This is a question often asked at interviews, and you are showing an ability to think ahead by including it here.

Your reasons should be statements rather than words. Think about them carefully by imagining that you were interviewing yourself and now it is time for you to blatantly give some reasons why you should be chosen.

Good answers to this question shows self-belief and the ability to plan/prepare. It is also a good ‘wrap-up’ for a resumé – bringing together all the previous information. It is basically the ‘close’ of your resumé.

You realize that a resume is just like sales presentation – you have to sell yourself without being in the room – so make it good and make it matter - by putting in the effort.

Contact Details:

List here how the prospective employer can contact you.

Professional References:

List as many people as possible that have a good word or two to say about you regarding your work ethics.

Personal Character Reference:

Include here any letters that express what a solid character you have – integrity is what you are seeking – as an employer I'm usually attracted to anyone with a sound character. (especially when they prove it on paper.)

Also list any people who can say a good word or two about your personal character – not your immediate family, but any persons of an agreeable standing.

How To Present Your Resumé Electronically

If you have scanned information included, the file will be very large. The most effective and user friendly method of compressing it is by making it an ADOBE PDF file. To compress the file you will need ADOBE ACROBAT software.

You can compress the file with "WinZip" or another compression program. WinZip is shareware, but there are other good shareware and freeware compression programs available from sites on the Internet.

To get access to ADOBE writer you either have to invest in the software or find someone who has it. Again, I am compelled to state that you should make it your business to get access to this software and make your resumé as impressive and different as possible by putting in extra effort that other people do not. Many people just send plain resúms via emails. and many still do not even bother with emails.

You will be amazed at how quickly and efficiently you can apply for positions when your resumé is in an electronic form – no paper, no envelope, no stamps, no post office, NO DELAY!!! You are first in, PLUS your resumé is incredibly impressive.

WinFax Pro is simple to use but must also be purchased. If you have a manual fax machine I still recommend faxing as a FAST and EFFECTIVE way of getting your resumé in first and getting it noticed.

If you do post resúés, it puts a lot of pressure on you to get them all prepared with the correct details, envelopes, stamps etc, plus the time you have to spend leaving the house to send them. Sending them electronically (fax or email), you fill in the details on screen and BANG away it goes – next!! Think of the time and money you save and how you get noticed so quickly.

If you must send via snail mail, make it worth your while by using the A5 format I mentioned earlier, and use a colored envelope. There are already people (although admittedly few) sending a video message via email to prospective employers. You could be competing against them. Do whatever you can to be noticed and obtain an advantage that will lead to an interview.

EXAMPLE:

The following example is an abridged version of my personal resumé, which is usually around 20 pages. Comprehensive, but presented in such a tantalizing way that the reader is compelled to keep reading.

I have condensed it to 6 pages so 1) you can get the idea of how to list things and 2) so you can view it for yourself and get some idea of how extensive my sales career is. The latter is to reassure you that I know what it is like to pound the pavement, and that I know what it takes to succeed in sales.

I have not included all of the newspaper clippings, professional and sporting awards that I have accumulated because you are not a prospective employer and reading about all the things I have done will not help you. Following the outline I have discussed will.

I do not believe luck, so I do not wish you any. Rather I urge you to go forth and **vigorously** be the best you can be.

IMPORTANT MESSAGE

From The Desk Of Louise C. Holz

PO BOX 521
Camberwell
VIC 3146

Tel: 9753-*****
Mob: 0412-176-098
Fax: 9753***** (24 hrs)



LETTER OF INTRODUCTION

For Vlad Slavnic

In application for the position of _____, as advertised _____ Please find herein some interesting and I believe, helpful information about the applicant, Vlad Slavnic.

The following pages are filled with an extensive account of the experience and qualifications of Vlad Slavnic. It is worthy to note as you can see above, that Mr. Slavnic has represented Australia at a professional athletic competition level.

Mr. Slavnic has immense passion, dedication, and a genuine desire to help others be the best they can be. His commitment to success in all he does is not only admirable, but enviable. He knows when to focus, and he has a heart of gold that has given him a loving wife and a beautiful son.

In the span of his career he has inspired many, many, sales people to extend themselves and reach their potential – over and over. Vlad has the extraordinary ability to motivate and lift the spirits of anyone who seeks his tutelage.

His athletic career taught him how to use self-discipline and gave him the best possible grounding for knowing the benefits of applying oneself to goals.

All those who meet Vlad, are affected by his enthusiasm for life. He is certainly in my opinion, a great asset to any company who can attract him, and it is positively my privilege to have worked with him and be considered a friend.

Warm Regards,

Louise Christine Holz
Office Administrator – Anson Real Estate

Camberwell
VIC – 03 9674 ***



INTRODUCING VLAD SLAVNIC

PERSONAL DETAILS

NAME: SLAVNIC, Vlad
ADDRESS: *****Street
..... *****VIC ****
POSTAL ADDRESS: PO Box 4112
..... Knox City Centre VIC 3152
PH /FAX: 0417 ****78 / 03-*****
E-MAIL: vladees@hotmail.com
LEISURE/HOBBIES: Reading, self development expansion, public speaking
Keeping fit and sailing.
Helping people reach their potential.

FORMAL EDUCATION & QUALIFICATIONS

SECONDARY: Melbourne High School H.S.C : 1977
TERTIARY : La Trobe Univ (B.A Hum)
P.A.T.E.F.A: Printing & Sales Course
..... Print / Sales Certificate: 1986
AUST. TRACK & FIELD COACHES ASSOCIATION
~~Accredited Coach Course Grade 1: 1986~~

SALES CAREER HISTORY

COMPANY: **G.J COLES MYER P/L**

EMPLOYED: February 1978 - April 1983

POSITION: Trainee Manager - Store Manager (Supermarket. Div.)

DUTIES: Commenced at Head Office on a 26 week course, including training for all departments in Supermarket Retailing. Experience obtained in a number of stores. Eventually located & remained at Elsternwick Supermarket

COMPANY: **SUNLIGHT HEALTH FOODS P/L**

EMPLOYED: April 1983 - November 1985

POSITION: Account Sales Executive

DUTIES: Actively involved in

..... *Product launches, advertising

..... *promoting, setting displays

..... *merchandising, negotiating

..... Directly responsible for major accounts, such as:

..... *Safeway,

..... *Coles Myer,

..... *Harry Heaths,

..... *Davids Holdings

..... *Composite Buyers

..... *Various independents.

The concept of Health Foods in Safeway and Woolworths in this form at that time was *innovative* and *unprecedented*. Serviced/supported clients in Melbourne Metro/Country areas.

COMPANY: ***TECPRINT AUSTRALIA P/L***

EMPLOYMENT: January 1986 - September 1986

..... (Completed P.A.T.E.F.A Sales Course)

POSITION: Sales Executive

DUTIES: Involved in servicing major clients

with all their promotional literature, specializing in A4 colour brochures.

*Promotional work with clubs & associates, initiated by myself, as well as successful direct mailing campaign to promote our services.

..... *Dealt with upper management and decision-makers.

COMPANY: RICHFORD CINTA (Div.of Nicholas Kiwi) P/L

POSITION: Sales Representative (Hair Care Division)

EMPLOYED: October 1986 - April 1987

DUTIES: Servicing existing client base, and expanding new business in the professional hair care range to salons and pharmacies.

..... *Regular country trips

*Servicing Metro Melbourne clients

..... *Directly responsible for own area in promoting new business.

*Involved in hair-care exhibitions.

COMPANY: ***B.S HOWELL P/L REAL ESTATE***

POSITION: Sales Manager/Auctioneer

EMPLOYED: May 1987 - February 1990

DUTIES: Involved in residential and commercial sectors of Real Estate.

- *Directly responsible for the Boronia and Scoresby branches.
- Started as salesperson, bought the business 6 months later
- *Trained and motivating up to 10 staff, setting targets, budgeting.
- *Writing copy for advertising material.
- *Involved hands on in Sales and Marketing
- *Started the Outer Eastern Branch or REIV
- *Setting up and implementing staff manual: "Guide for Selling"
- *General admin. of both branches.

Personally involved in the negotiations of the following:

- \$13M Purchase/Sale of Craigieburn 1,100 building blocks
- \$8M Purchase/Sale of Kilsyth sub-division of vacant land
- \$2.6M Purchase/Sale of Hampton Park sub-division,
- \$1.5M Sale of development site in Oakleigh,
- \$1.2M Sale of WESTPAC Bank in Caloundra QLD,
- \$1.2M Sale of 650 Acres Rural land in Grantville VIC,

Marketing of: Franchise Business:

Cut Price Deli's (6)

Snowdeli (3)

HOLD OUTER EASTERN REGION RECORD FOR LISTINGS IN 1 MONTH = 38

SPECIAL SKILLS: Motivating, training, leading by example, strong communication and negotiating skills. Budgeting, tendering, planning and drawing best out of a sales team.

COMPANY: COLLEGE MERCANTILE/ DUN & BRADSTREET

POSITION: Area Manager for RMS and Credit Control

EMPLOYED: March 1990 - August 1992

DUTIES: Responsible for Risk Management Systems Sales (for College Mercantile and D&B) to corporate entities. Melbourne Merto

*Involved in holding training seminars for staff and clients.

*Multiple Awards as Best Sales Performer across Australia

*Worked on effective receivable and credit checking systems.

<p>SPECIAL SKILLS: Provided incentive for others to improve by being competitive and exuding a desire to succeed. Accumulated and presented numerous sales awards (available for viewing upon request)</p>
--

<p>COMPANY: <i>VIDEO AIDED LEARNING P/L</i></p>
--

(Award Winning Educational Video/CD ROM learning programmes)

POSITION: State Sales Manager

EMPLOYED: July 1992 – Sep 1998

DUTIES: Establish an Office in Melbourne, show growth/profit
Recruitment of direct sales team and office staff.

Training and ongoing motivation of sales consultants.

Telemarketing/field visits/ presentations to parents of Secondary and Primary children.
(Country and City.)

Visit/presenting to Secondary /Primary and Tertiary Institutions. TAFE Colleges
(Country and City.)

Team goal setting, office budgeting and administration. Exhibition promotion set up,
employment and training

Dealt/negotiated with following finance companies:

(Metro Credit, AVCO, H.F.C, Gas Credit, Capital Finance)

ACHIEVEMENTS:

1993: Recruited 7 staff. Four achieved 150% of target and earned over \$100,000.

1994: Broke the \$2M barrier for sales revenue.

1994: Broke and set company records for this product. (Most sales per consultant and most net profit.)

March 1995: Broke \$3M company sales revenue.

1995: Helped set up the Canadian and New Zealand offices as well as regular interstate trips

1996: Held personal record of sales in one month.

1996: 15 consultants, 2 office staff & 1 liaison officer.

1997: My monthly sales record (300 units=\$65,000) was broken by one of my own consultants

SPECIAL SKILLS: Wrote and implemented Sales /Marketing Plans, procedures training manual (video/audio) Write regular copy and articles for various publications

Recruiting sales staff, motivating and keeping enthusiastic Recognizing human potential and working with it

COMPANY: <i>POTENTIAL PLUS CORPORATION</i>

Sales & Marketing

POSITION: Company Director acting as Sales & Marketing Consultant specializing in e-commerce and direct marketing development. Started part time, grew to full time.

EMPLOYED: Sep 1998 - current

11 REASONS FOR EMPLOYING VLAD SLAVNIC

DESIRE TO SUCCEED IN ANY AREA ATTEMPTED.

HIGHLY DEVELOPED COMMUNICATION SKILLS AND QUICK LEARNER.

DIVERSE SKILLS IN SALES/MARKETING GAINED FROM DIFFERENT INDUSTRIES.

EXCELLENT MOTIVATOR, PEOPLE SKILLS, ENTHUSIASTIC & CHARISMATIC.

THRIVES IN A TEAM ENVIRONMENT.

DEDICATED TO HARD WORK/ACHIEVEMENT.

STRIVES TO CONSTANTLY LEARN AND IMPROVE HIMSELF.

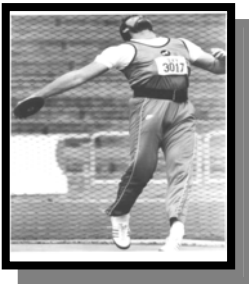
FAST LEARNER AND WILLING TO LEARN AND DEVELOP ANY SKILLS NEEDED.

EXPERIENCED AND PROVEN TO PERFORM UNDER PRESSURE OR DEADLINES.

INSPIRES OTHERS TO ACHIEVE THEIR POTENTIAL AND MORE.

GETS THE JOB DONE.

Most importantly RELIABLE – TRUSTWORTHY – RESPONSIBLE



When Vlad is on the job, you can be sure that he will deliver the goods, and more.

Commonwealth Games representative 1986. 1988- World Rank-Discus (Track and Field News Magazine)

ACTION PLAN FOR SUCCESS !!

DAY 1

The best time to get a job is when you already have one. Employed or not, keep a vigilant look out in the employment pages, online and in print. You never know when a great opportunity will arise – especially if you are not looking for it. (Opportunity comes to those who seek it out.)

Do not EVER complain that you just can't find a job, or that you just can't seem to find a good one – use your energy to find what you want and, in the meantime – *be the best at whatever it is you are doing now.* If you do not have a job, employ yourself to find a job – and be great at that. Go!

DAY 2

Start breaking negative habits by replacing them with new positive habits . .

<i>Replace</i>	<i>With</i>
Procrastination	instant action
Negative self-talk	self praise
Gossip, griping	changing the subject to something nice
Appearance neglect	rigid appearance examination
Watching TV until late	review today, plan tomorrow
Jealousy, envy	complimenting others

DAY 3

Write a list of all the books you want to read, keep it on you at all times in case you see one you want to add.

Prepare and keep a book log at home. Commit to reading one a month from your list.

When you start, write the name of the book in your log book – the day you began, why you chose it, make brief notes while you read and write a short review when you are finished.

In 6 months you will have read six books and have a resource of your own – the log book.

People are a product of what they repeatedly do – read for a minimum of 15 minutes a day.

DAY 4

If you are employed, commit yourself to learning about the company you work for, what it does, who the customers are (precisely) and how can YOU serve the customers and the company better? Ask yourself this everyday.

If you are not working, spend today finding out about a company you would really like to work for. Use the internet, your local library, the phone, anything – imagine you have been given a project to research the company you wish to work for – find out if they are good enough to have you on their staff.

Whether you have a job or not, if you wish to start your own business one day, commit yourself to 20 minutes a day of recording in writing and drawing, the elements you would like to have in your company; everything from the name, the building, the staff, the philosophy, the product/service, the structure - EVERYTHING. Great companies do not spring up, they have been well planned – those that do spring, often recoil just as quickly.

DAY 5

Review the last six days of instruction, and make note of what you have achieved, what you have started to achieve and what still requires attention. Spend today ‘catching up’ and relishing in what you have achieved.

DAY 6

Visit the newsagent or library and find out what professional magazines you can subscribe to that would interest you.

From such magazines and any other sources available, find out what professional groups you can join to mix with other professionals – join one that covers your own interests, and one totally different from your own interests. In this way, you *deepen your knowledge* of your own field and *expand your knowledge* to other realms of thinking.

DAY 7

Commit yourself from this moment to showing appreciation to your family, friends, work colleagues and anyone you have the chance to.

Great success does not happen, it is a constant, conscious effort. By making the effort to show SINCERE appreciation and give GENUINE compliments at every opportunity is a *form of discipline*.

Don’t think “I’m too embarrassed” or “I can’t be bothered” just decide to do it and before you know it you will have a *smile on your face more often*, more people will like you and like being with you, more people will be eager to serve you, work with you, help you and just plain make your life easier and more enjoyable.

DAY 8

Today is the day you must focus yourself on goals.

~~Get a clear fix in your mind of precisely where you would like to be in 10 years.~~

Do not leave your life to chance, it is too important to neglect.

Surrender yourself to your desires – set goals that will give you more energy so you are always enjoying your life.

Do not put off being happy. Choose happiness now.

Let your goals absorb you and you'll find that the right decisions are made to achieve them.

Remember "one step at a time" and that detours are part of life. Develop the focus to readjust, not to give up.

Build mental power by investing in yourself and praise yourself for every task you achieve.

When you feel great, do something more to make you feel even greater!

50 SALES GENERATING TIPS

Believe in yourself first.

- If you don't think you can do it, how can anyone else have confidence in you?

Develop and, more importantly, maintain a positive mental attitude.

- Your sales success depends on it.
- **Set & achieve goals.** Develop a plan.
- A goal is a dream with a plan.
- Commit the goals to writing and re-visit them frequently.

Learn the basic skills of selling and routinely apply them.

- Complete appropriate courses,
- Read, attend seminars, listen to tapes
- Then mold the skills to suit your style and personality.

Use your car as a learning center.

- A how to sales tape does more for your success than radio or music.

Visualize the sale taking place before it happens.

- You'll become more assertive, confident and increase your sales figures.

Sell on your own turf as often as possible.

- This will require organization and planning
- Remember, the majority of professional sports teams win their home games.
- Try it.

Shake hands firmly.

- No one wants to shake hands with a dead fish OR with a knuckle-cruncher.

Be conversational in your sales presentations.

- Speak as though you're talking to a friend.

Develop better telephone skills.

- The phone is the most effective weapon in sales. You can develop these skills simply by practicing and finding what works best.

Do not prejudge your prospects.

- They are often customers in disguise.

Understand your customers' needs and wants and meet them.

- Question and listen to the prospects and uncover their true needs.

Qualify the buyer.

- Don't waste time with non-decision-makers.

Develop a checklist

- to see how you can help (interest) the prospect. You need 10 questions that will interest him or her.

Take notes as the prospect or customer is talking.

- It makes the prospect feel important and captures information you might need to clinch the sale.

Listen with the intent to understand.

- When you feel you understand, then respond. Listening is more important than talking.

Communicate to be understood.

- Be clear, concise and brief.
-

Sell to help.

- Sell to assist your customers; don't sell just for the money.

Establish long-term relationships.

- Get to know your customers and concentrate on meeting their needs on a regular basis.
- Believe in (and be enthusiastic about), your company and its products. If you don't, neither will your prospect – guaranteed.

Be prepared.

- Preparation is the lifeblood of professional salespeople. Be ready to make the sale with sales kits and tools, openers, questions, statements and answers.

Know the prospect,

- their business and their industry before you attempt the sales process. Homework, homework, homework.

Understand how the customers of your customer use the end-product.

- In this way you can assist your customers to assist their customers.

Read the trade journals of your best customers.

- Know what's going on in their world and show interest in their interests.

Become a resource for your customers.

- Ideas and industry information make you a resource. Go to a sales call with an idea you think your prospects can use.

Look professional.

- Your appearance reflects on you, your company and your product.

Be prompt.

- Lateness tells your prospects you don't respect their time.

Establish rapport before starting to sell.

- Get to know your prospects and their company before you start your sales pitch.

Attract the buyer's interest

- Gain the buyer's interest. If you don't, you'll never get a sale.

Use humor.

- The greatest sales tool. A laugh is a sign of approval - make the prospect smile.

Be sincere.

- Sincerity shows and so does insincerity.

Be the master of your product.

- Know how your product benefits your customers. Become an expert. Thorough knowledge frees you to focus on selling and gives you the confidence to make the sale.

Understand and use the power of the question.

- You can qualify the buyer, establish rapport, eliminate competition, build credibility, find hot buttons, get personal information and close a sale . . . by asking questions.
- Develop a series of information gathering questions for your business and then distribute them to all of your staff.
- Use questions to create a buying atmosphere, not a selling one.

Sell solutions (benefits), not situations (features)

- Customers don't care how it works. They want to know how it will help them.

Understand the power of testimonials

- The strongest sales-tool for you is a reference from a satisfied customer.

Use the testimonials to overcome objections

- Get letters from satisfied customers that overcome standard objections.

Deliver on all promises on time, every time.

- The best way to turn a sale into a relationship is to deliver as promised. Failure to do so severely jeopardizes the chances of future business.

Learn to recognize buying signals.

- Prospects often signal when they are ready to buy, but they might not voice it.
- Pay attention and look for all of the buying signals - verbal and non-verbal.
- The biggest buying signal in the world is ‘how much is it?’ Do not reveal the price until the customer asks.
- Understand that objections often indicate buyer interest. Satisfy the objection then, confirm the sale.

Know the difference between a stall and an objection.

- Excuses like “I want to think it over” aren’t objections.

Uncover the real objection.

- Customers often won’t tell you their true objection(s), you have to dig.

Anticipate objections.

- There are fewer than 10 standard objections to any sale. Write them out and rehearse your response (or better still, see 45).
- Incorporate answers to common objections into your presentation. Don’t wait for them to be raised.

Overcome objections.

- This is a complex issue. It’s not just an answer, it’s understanding the situation. Listen to the prospect, and think in terms of a solution.
 - You must create an atmosphere of strong trust to secure the sale.
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Tell the truth (have integrity)

- Do that and you'll never have trouble remembering what you said.

Create a comparison chart

- Of all of your competitors for the buyer who wants to shop around. Lead into it with "Mr. Smith, after you shop around and find us to be the best, will you confirm the purchase?" Show the chart and write up the order.

Never put the competition down.

- Say something nice or nothing at all.
- Set yourself apart from others with preparation and creativity.

Close the sale using the exact same words

- Use the words the prospect gave you when answering his or her biggest need question (A powerful closing technique).

Always give more than the customers expects.

- Then they will be more inclined to buy from you again, recommend you to their friends, and even give you a testimonial.

Bibliography and Recommended Reading

Success Secrets.....Mark H. Mc CormackCollins
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