

How to Sell Well - Some Sales "Secrets" (Part One)

By Craig Lock

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This chapter is for all salespeople...and every person sells something every day - whether it's an idea to your spouse, or to your business associates. All businesses (as life) involve some form of selling. Because nothing happens until a sale is made.

All salespeople need motivation, stimulation and inspiration. One of the best sources of inspiration is the ideas of other achievers. Anyway, here are some thoughts of mine on selling skills from my work in my previous career.

REMEMBER the following from the "Salesman's (and woman's of course!) Creed".

"Thou art out to make a living, not a killing.

If thy prospect quits listening, thou should quit talking.

The best way you can avoid being rejected is to never ask for the order.

The hardest thing about this business is getting in front of the right people. Prospecting is 80% of the sales process.

Sales success is not a secret, it's a system - and the key is systematic prospecting.

The more you tell the more you sell.

We have many chances to make a lasting impression; but only one

chance to make a first impression.

You can get everything in life you want, if you help enough people get what they want (thanks Zig Zigler).

The buying decision is made in the buyers mind - not yours.

Selling is 15 percent product knowledge and 85% people knowledge."

You cannot be one kind of person and another kind of salesperson. Your customer's favourite topic of conversation isn't the weather or sport or the news - it's themselves. So when you're selling a product, stress how it will benefit them. Radio "WAIIFM" (= "what's in it for me").

N.B:

Stress the BENEFITS and not the features of your product or service. What will your idea do to enhance the life of your customer.

"Increase, Improve, Reduce, Save":

These are key words to "turn on" consumers; so "press their hot buttons". From saving comes having.

Use KASH (your knowledge, attitude, skills and habits).

Use the words "why not?".

and always remember,

Get your sales message, your presentation in front of as many prospects as possible; because...

The more you tell, the more you sell.

A mediocre agent tells, a good agent explains, a superior agent demonstrates. However, a great agent INSPIRES buyers to see the benefits as their own."

Managing your business only for profit is like playing tennis with your eye on the scoreboard.

So have FUN in whatever you do.

Craig Lock

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This extract is from "Quote, Unquote": A collection of motivational, inspirational quotations on various subjects, together with personal anecdotes, which launched and inspired the author to write as a "career".

"Quote Unquote" and Craig's other books are available at:
<http://www.bridgeniche.com>

END OF PART ONE (PART TWO to follow)

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