

How to Sell Well: Some Sales Secrets (Part Two)

By Craig Lock

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"We share what we know, so that others may grow."

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Here are some thoughts of mine on selling skills from my work in my previous (and "more normal") career.

The key to peak performance is not potential or skill, but motivation and dedication...having clear performance goals and putting in the training effort to achieve them.

- Dr Sven Hansen.

In short one word: DESIRE.

"A person who can sell life assurance, but doesn't is no better than a person who can't."

Life assurance is like a parachute. If you don't have one, you will never need one again.

A good ad for life assurance that. Stop me and ask me about it. I'll even let you buy a policy from me and improve my selling

statistics!

*

SUMMARY OF SALES SKILLS:

These are general hints. It doesn't matter what type of business you're in.

The first rule of selling is to understand the key reason for buying: People buy because they like and trust the salesperson. This is the first rule of buying.

So ask yourself these questions: What is the problem? What solutions to their needs make most sense to your prospect?

SO ALWAYS MAKE THE CUSTOMER FEEL GREAT - NUMBER ONE.

What are the essential elements of a sales presentation?:

A I D A = attention, interest, desire and action.

It must be built on logic. Ensure that all the elements of a good sales presentation are in there.

Listen carefully to your prospect: What are they really telling you?

As the saying goes:

" The fact that we are born with two eyes and two ears, but only one mouth suggests that we ought to look and listen twice as much as we speak."

Always give him (or her) what he/she wants and what suits their needs. This, I believe, is the most critical element of sales - no matter what it is you are selling.

I have more fun and enjoy more financial success when I stop trying to get what I want... and start helping other people get what they want.

Who said that?

"When we examine our lives, we realize that the amount of money in the bank or the prestige won in the community will not bring the satisfactions that add up to real happiness. What matters is what we have been and meant in the lives of others. One of the best ways to bring out the best in others is by developing the best in ourselves."

- Don Van Der Weide in his book "My Way".

My Formula for PROSPERITY (not that I've ever been that materially prosperous):

EARN, SAVE, INVEST and GIVE.

At least I know all the theory!

The pot of gold is at the end of the rainbow, but you've got to climb that rainbow to get it.

Happy climbing

Craig Lock

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END OF PART TWO (PART THREE to follow)

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:

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