

Some More Thoughts on How to Sell Well

By Craig Lock

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Some More Thoughts on How to Sell Well

"Nothing happens until a sale is made"

"Every person is selling something"

I believe a good salesperson should possess humility and be empathic (is there such a word?), or is it empathetic (big word?). They first build rapport, ie. find out what's important to the other person. Put yourself in the customers shoes and try to think how he or she thinks. As a salesperson makes a presentation, the customer is asking: "How does this relate to my situation, my problem? How would it benefit ME (WAAIFM = "what's in it for me")?"

N.B: To sell well a person must demonstrate confidence: in themselves and what their product or service will do. Say: "I am totally convinced that what I offer will met your needs perfectly." (As long as they truly BELIEVE that statement!).

What else?

Good salespeople have pride in their product or service.

N.B:

ENTHUSIASM* is vital in selling. Enthusiasm can sell anything with integrity.

* comes from the Greek word 'en theos' - literally meaning, God or spirit within us.

Salespeople need to prepare well. Good preparation is knowledge - knowledge of what you sell, knowledge of how your product will help the customer (prospect) and knowledge of the person to whom you are selling.

Know your product or service superbly. Know exactly what it will do for the client. So you can answer any question that comes up. (If you don't know the answer find out and get back to them). Know the guarantees "inside out". Also know the limitations, as when not to use the product. Be totally honest at all times. That is absolutely vital, I believe. Far better to lose a sale by being completely honest about the drawbacks, than a person later finding out that your product or service won't do the job as promised. Then you lose credibility...and most importantly, our integrity as a person and not just as a salesperson!

More than knowledge, practice, practice, practice.

Practice your presentation in front of a mirror...or even better film yourself, if you have TV camera available. Watch your mannerisms (especially the irritating ones, like picking your nose - I would have picked a better one, or even worse scratching your "boom". Listen to your voice and watch your expressions.

"In any activity, confidence comes in direct proportion to preparation."

The most essential element in the sales presentation, I believe, is TRUST - between you and the customer.

The great salesperson looks at how his/her product or service will make the person's life easier in some way: ie. save time, money, effort, convenience, or make more money for them... or simply give them more pleasure in life.

Happy selling

Craig Lock

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Reach high, for stars lie hidden in your soul. Dream deep,
for every dream precedes the goal.

- Pamela Vaull Starr

Author's Note:

Many of these ideas have been borrowed from THE MAGIC OF THINKING SUCCESS, by David Schwartz (Publisher Melvin Powers).

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