

Selling to the Sellers -- A Lesson in Feminine Wisdom

By Joe Bingham

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Basically speaking, anyone you are trying to sell to, is also a seller themselves, or at least a want to be seller.

So how do you sell to the seller?

Well, I'm glad you asked.

Method #1 -- The Wisdom of a Woman

Sellers are interested in buying those things that can help them become better sellers. So, don't sell your product to them, sell them their own sales.

Women figured out long ago that the best way to get men to like them was to keep the topic of conversation centered around the man. Well, sellers can be sold in the same manner. Talk about their sales profits, their sales numbers, and their results. Relate your product to increases in their sales.

Method # 2 The Wisdom of a Girlfriend

This method is much like a wise girlfriend who helps her boyfriend take better care of himself by making him think that it is his idea. For the first time in a man's life, the trash is taken out on a regular schedule, dishes are done, and clothes are washed regularly. Now, while the man thinks he is doing it to impress the woman, without her knowledge, in reality, the woman is simply inspiring the man to become what he should have been already -- so he will be good enough for her.

Sellers like to be sellers, and hate to become a buyer. So, in order to make sales for yourself, you must transform your buyer into a seller.

Re-sell items are great! People buy it from you and then re-sell it to others. In this manner, they are not really buyers, but 'investors' making a capital purchase which then allows them to immediately become sellers of what they have purchased.

So, just like the boyfriend who thinks he is doing things of his own mind, your buyers will think they are just 'investing sellers'.

Method # 3 The Wisdom of a Wife

After you have made initial contact with buyers and convinced them that they are actually just 'investing sellers' out to increase their own profits, you need repeat contact.

Often a husband's happiness is directly related to the happiness of his wife. In this way, the wife keeps in touch with the husband and keeps them happy together. Otherwise, the husband may turn forgetful and do too much on his own.

It's the same with keeping repeat customers. You need to maintain contact. Ezines, newsletters, or business announcements to initial buyers will allow you to make additional offers to them, or just remind them that your services are still around. Just like in courtship, meet them, date them, and marry them.

So now you know, selling to the sellers is simply a matter of persuasion. And as you can see, there's no better brand of persuasion to learn from better than that of the feminine order.

I can testify to that one personally.

Written by Joe Bingham, Editor of the NetPlay Newsletters

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