

Re-Selling to Your Clients

By John W David

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Sales Tips: Re-Selling to Your Clients

You already know this one. However, it's one that is too easy to forget and to take for granted. So, just read, have fun with it, and apply.

The importance of re-selling your clients on each and every sales call falls into three categories:

- a) Never to be caught unaware by unpleasant changes in their needs / buying requirements. Remember, too, this has major ramifications for your MIS, marketing information system. That alone should always be a considerable Objective for any sales interview.
- b) Always being mindful that your competitors are still selling in your ballpark to which the door is always open.
- c) Always maintain a unique profile where your call scores favour respect and professionalism within the context of a value-added relationship.

On each and every sales call you make, for whatever reason, you absolutely must re-visit at least one of your five Value Benefits and get re-affirmation that it not only still holds true but is even more true today.

In getting that re-affirmation make sure that your client actually uses the words him/herself. The importance here is that if you say it, it is your opinion which can be easily challenged and refuted at least mentally.

If they say it, their minds are hearing it at least from someone with whom they are usually in total agreement. ... themselves.

Remember, the last words to enter a person's subconscious are the ones that will remain. It is more important, then, that these last words come from their own mouths.

Far too often we drop either too soon or completely the selling scenario that created the sale. It is too easy to fall into a trap of complacency where each the seller and the buyer comes to assume values in the relationship other than those that brought them together in the first place: professional respect.

Professional Respect must always be considered a growth item not any aspect of which should be taken for granted. Or, like anything else with a life, it will erode, decay, and die.

The ideal selling scenario will see you using your best sales arsenal on each and every call.

You will continue to know that you have clearly defined Objectives for each and every sales interview.

You must come out of each interaction both with something re-affirmed and something totally new.

Indeed, when you are granted the interview, your client is giving up valuable time, is expecting, and has the right to expect that something to his and his company's betterment is going to come of his use of that time interval. Thus, the Objective.

Now, I do know there are some industries where the relationship seems more casual and seemingly more fluid.

However, think back a moment to your first call(s), the one(s) that ultimate became a Sale. They were different. They were Objective oriented. It's that difference that you must re-establish.

If you don't re-affirm Best Benefit Value and you let it go long enough, someone else, someone who is on the outside looking in is perfectly positioned effectively to re-establish those Best Value Benefits perhaps in a newer and slightly different way and have your client hear himself say, "yes, your right about....."

Then, you are on the outside of a little, a lot, or of the whole account.

Do all the things you have to do before, during, and after each and every sales call to maintain superiority and market separation and identity as constantly the Best Value Professional Resource to your clients.

Always continue to Plan, to Rehearse, to Approach, to Position and Demonstrate, to Summary Present, and to Close Convert through affirmations and re-affirmations, and to do the necessary Follow-Ups as the consummate, friendly Professional Sales Resource.

Lastly, always be mindful of the call grade value of all your competitors. If you establish a score of even just one point in ten higher Quality, you will be able to maintain that edge to at least eighty to eighty-five percent likelihood of freezing them out of your territory.

Great Selling

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