

Sales Tips: Your Two Objectives in Every Selling Situation.

By John W David

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These two Objectives, done properly can grow your income today and your wealth tomorrow.

As we meet together each month, I hope you are coming to see that in everything you do in whatever it is, sports, business, selling, etc, you set in motion not just a Result from the thing you are trying to accomplish but, by the increasing Quality of each Result, in a series of newer and greater Opportunities.

Therefore, each and every sales call or business dealing, however seemingly innocuous at the moment, is a stage-setter both for the Results you want and is always a First Step to your next career level.

Even if that is not your intent, it is nonetheless the ripple you set in motion on each and every call. The key, then, to sustained growth, is to use it properly.

Let's have some fun.

To Grow your sales, to grow your income, and to grow your career, you must consider that each and every call has two objectives.

When you play to these two objectives, great and wonderful things happen for you.

First Objective: Every Sales Call must produce a Positive, Definable, Measurable Result. Alternatively, why else would you be making the call?

Of course, you have qualified and completed the situational stuff about the person or company of your interest. And, once that was done, you made your appointment to meet your prospect / client.

You have Planned and Prepped and Rehearsed the call so that you are ready for your Intro Presentation followed by seeing where you can fit in leading to your Summary Presentation of and Close-Conversion on your Five Best Value benefits.

All great so far.

If this is an existing client you, of course, want to make sure that you get them to re-sell themselves on what they have already bought from you and how great it is been for them.

That's an absolute. And, you know it has to be done right to have any value.

Whether this is a new contact or an existing one, you always want to make sure that you are structured and focused on either a sale itself or, at minimum, a definable, measurable, progressive advancement in the direction of a sale at some foreseeable date in time.

So, in the first objective, you must achieve Results within a Result from which the only reason for making a professional sales call is a genuine, definable, measurable, positive Result. Great.

Now, the serious fun stuff begins.

Objective Number Two: Become a personal, professional Market of One.

As you sit or stand there in front of your contact person, you are all they see, hear, and, just as importantly, sense.

They don't know your company, customer service / support, or products or services, or anything at all about your company except exactly who they see, hear, and sense in front of them.

You are the Product / Service. And, you are not only the best Product / Service... you're only getting better!

As with every Product / Service (you), the producer (you) must always find ways to create market separation through market re-definition until both product / service and producer are effectively a Market of One.

This is easier to accomplish than you think. So, fear not.

When you take your income and your career to a Market of One, you begin the process of real growth. Because, each and every sales call is part of the process of market separation and re-definition. Make sense?

That makes you more and more valuable both inside your company but also outside your company and always at a higher, better paying, better lifestyle level.

Ultimately, you will play on better, winning teams, amongst people who can do you, your family, your career, your business more and better good.

In other words, each and every sales call you make is effectively a critical part of your career Resume, a chance to improve your skills over and over and always upward within the professional selling process, and to set and re-set the benchmark of Results-per-call through constant improvement in your Quality-per-call.

That's your second Objective on each and every sales call.

How to do it?

a) Positive, Powerful, Grow Forward Attitude to your secondary, hidden Objective. Well, it was hidden until now.

b) Be Obsessed with being the very Best you can be in professional sales with a Goal of at least two levels above where you are today within each and every second year.

c) Set the Goal. Set the Schedule. Don't let anything or anybody get between you and Your Goal and Your Timeline.

d) Start Right Now. This very minute! Your very next sales call.

Clue: The longer it takes you to start, as in the very next sales call, the less likely you will stay with it. I promise you this, every one of you reading this memo can do this.

In fact, that you are reading this memo is a very good start, because you are taking the time to find the answers you want to help you accomplish something good for yourself, your family, your career, and your business... all of which are inter-twined. You can do this.

e) Find a mentor / Become a mentor.

The best way to learn to be the best is to take on the responsibilities of the best you want to be and teach it to someone else.

(As you know it's also one of my suggested ways to work yourself out of a slump.)

Now, don't cheat yourself on this one. Find someone who is making at least twice what you are and has at least half the lifestyle stress that you have while having a much better lifestyle for herself, her family, her career, and her business.

Copying someone who earns a couple of bucks more than you do or who is locked onto a plateau of self-satisfaction is not where you want to be if your Goal is seriously Upward and within a tight Timeline as it should be.

f) Grow your Aptitude.

It is said that most of our Aptitude is in our formative years. In terms that you can identify a cat from a dog, that's probably true.

However, when re-energized, your brain can grab as much today as when you were a kid... probably more. Definitely more than you know.

Since all learning will produce something positive, even micro bits of something or other involving your growth in the professional selling process, is valuable.

Focus your efforts on constant learning as a Mission, almost a fanatical religion of self-improvement and constant upward professional development.

Everything you read or study and you build into what you must become to achieve your Goal within your Timelines has value... if you let it. Let it.

g) Associate only ("mainly" is fine in the beginning) with People who can contribute to your Objective... both of improving your sales calls and of your upwardly mobile career.

What you will find is that at lower levels of the sales profession, networking events are self-centered and self-serving. You don't need this in your growth and development.

At the upper levels, winners know and proactively demand that all successful Results is truly a shared Activity. These guys jump right in and draw a lot of their strength from knowing that they have their hands on the very pulse you need.

There are no self-made millionaires... unless they have their own printing press.

h) Improve Your Appearance. Get Yourself into good, then into great shape.

I don't want to harp on this, but, people sense and interpret more than they see and hear. While you and I may not totally agree that it should have to be that way, it is. And, it impacts on your sales, your business, and career achievement.

Similarly, you sense and interpret your own self-concept which is a whole bunch of psycho-stuff that is ultimately the entire package of what you are asking this other person to buy.

Look at it this way, you are your product.

Let's use a simple example:

You wonder into a store to buy, say, a new bread maker. And, all the bread makers are equally good within a range of good to better. All of them are competent and capable. So are you.

Now, there, among the several of interest to you, most of the boxes are from scotch-taped-up to battered and torn, full of dust, and busting at the seams because it has been poorly re-packaged out of shape while one is in a crispy clean carton.

Which one will you feel most comfortable taking home? Enough said.

i) Belief, Credibility.

Rolling along from (h), there is nothing that shouts "I believe" like energy, passion, enthusiasm, and excitement.

And, there is nothing that generates a passionate, enthusiastic, excited, positive response from your client than an energetic transference of those good feelings from you to them.

This Transference of these energies and what drives them is the first thing that happens in the acceptance of your message or any part of it by your almost alter ego... that other person.

Since people must own emotionally before the purchase logically, the level of positive emotion that you stir up in them must happen and must happen to the level necessary to help them own your primary product... you.

Then, the rest, selling your goods and services, will follow much more easily.

On your Perfect Sales Call Sheets, Energy is a check-off item, meaning that it is very important.

Be Obsessed with Perfection. While most of us rarely ever achieve the Perfect Sales Call, encourage yourself to be obsessed with learning and applying the Professional Selling Process, to vastly improving your Call Grades by a full two points within a year, to monitor more closely your Close-Conversion ratios, and overall viewing everything you do on every sales call as another upward step in your career.

When you look at your sales career, just as I suggest to people who join my sales forces, look beyond what is. Look beyond your most imaginative best sense of self-fulfillment. Then, reach for it. And, don't stop there.

You are reading this text and perhaps some of my other Sales and Business articles. That's a terrific start. Apply them. Apply this one. What you want to achieve is inside you. ... right this very minute. Grab it. Take control of it.

If you need my help, if something seems to be stopping you from getting started, drop me a note. I build great Sales and Business teams. You are part of my team.

All Success is a Shared Activity

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