

# Tried and True Successful Tips To Selling

By Lena Sanchez

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Above all else comes HONESTY!  
Less than honest will come through now or later and hurt your business and reputation!  
Working in sales, you must honestly believe and feel that what you are selling has a worthwhile and honest value, if not do not attempt to sell it.

Enthusiasm is contagious. And the optimum seller.  
When you have the conviction that you are selling a worthwhile product, you will sell with enthusiasm.

That enthusiasm will pass to a prospective client/customer he/she will buy!

NOT FALSE ENTHUSIASM BUT REAL HONEST TO GOODNESS "YOU LOVE THIS PRODUCT/SERVICE" ENTHUSIASM!

First killer of sales is IMPATIENCE!  
Don't be impatient!

Inexperienced salespeople may contact one or two prospects  
Get a no and quit, never getting results.  
Time is of the utmost importance to gain confidence in you and your products.

If it's a worthwhile endeavor it will require EFFORT.  
The amount of money you will make will be proportional to the effort you put forth.

Don't believe that a sales person is successful naturally!  
That successful person put in honesty, time, effort and

patience before becoming successful.

One of the greatest books I've read (read it every couple of years just to refresh my mind) is "Think And Grow Rich," by Napoleon Hill does away with the myths of selling and techniques. Conclusions he found from the studies he did over a twenty year period on how and why people become rich and successful in all areas of their lives.

He says and I concur that you must **BE YOURSELF!**

Most people believe that a successful sales person was born with and outgoing personality! Not true!

If you try to imitate someone else and you are not being true to yourself it will come through loud and clear and cause your failure!

When you are not yourself, you just appear to be phony!

Just be yourself, relax and you will do well.

Do not try **SELLING BY FORCE!**

If you do pressure a person into buying something they don't want, you haven't developed a customer, but An enemy who will go to all lengths to avoid you again.

Never use **PLEADING!**

Phrases such as "Please try my product because I need money badly."

Or "You must use/have this product for happiness."

You might get a sympathy sale, but you didn't develop a customer.

**EMPHASIZE** what your customer will get from the product/service!

Tell them value, need and satisfaction, and he/she will buy, explain to him/her the satisfaction they will derive from the product/service.

The only way you can do that is if you know your product/service

Well! Study your product/service so that you can explain the benefits in your sleep almost!

**GOALS!**

Before starting set goals for your sales!

Be specific about the number or dollar amount you plan on selling.

Be realistic! As a beginner you cannot expect to be as great as the top sales person!

Make a sales projection for the coming year, then break it down, month by month and remember to keep accurate records of all sales.

When you are in sales you must be **SELF-MOTIVATED.**

You won't have anyone looking over your shoulder telling you what to do and when.

CONSISTENCY! Set a time to do your sales and stick to it!  
It becomes too easy to find excuses for not making calls unless  
you establish a time to do it.

The most important part of selling anything is THE CLOSE!

ASK FOR THE ORDER! Do not be afraid to ask for the order.  
This can only be successful if you have proved value to your prospect!

Positive closing statements that are effective are;

"Will this cash or credit?"

"Let's fill out the paperwork!"

"What place/osition/area do you want to start?"

\*\*\* Meet Lena Sanchez a retired Medical office nurse,  
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