

## Achieve Excellence in Sales

**Professionals sales people** always strive to better themselves. To excel in a selling situation, you must have the confidence that comes from knowledge. You must know and understand yourself and your goals. Recognize and accept your weaknesses as well as your talents.

**Learn about the people** you are calling on. Just as with yourself, you must be caring, forgiving and laudatory with others. In any sales effort, you must accept others as they are, not as you would like for them to be. A common fault of sales people is impatience when the prospective customer is slow to understand or make a decision.

**Know your product.** Making a clear presentation to qualified prospects, and closing more sales will take a lot less time once you know your own capabilities and failings, and understand the needs of the prospect you are calling upon. We move up or stand still in direct relation to our sales efforts. The goal is a successful sale.

**Anyone can sell** anything to anybody. As a qualification, let us say that some things are easier to sell than others, and some people work harder at selling than others. But regardless of what you're selling, or even how you're attempting to sell it, the odds are in your favor. If you make your presentation to enough people, you'll find a buyer.

**Get out of bed** in the morning; do what has to be done; keep records, update your materials; plan further sales efforts; and increase your knowledge. This requires a great deal of motivation, discipline, and energy, but the rewards are high, the selling profession is the highest paid occupation in the world!

**These guidelines that will improve your sales, and thus, your income.**

- 1. If the product** you're selling is something your prospect can hold in his hands, get it into his hands as quickly as possible. Get the prospect "into the act". Let him feel it, weigh it, admire it.
- 2. Don't stand or sit alongside your prospect.** Instead, face him while you're pointing out the important advantages of your product. This will enable you to watch his facial expressions and determine whether and when you should close. In handling sales literature, hold it by the top of the page, at the proper angle, so that your prospect can read it as you're highlighting the important points. **Don't release your sales literature**, hold on to it, you want to control the specific parts you want the prospect to read. The prospect should read or see only the parts of the sales material you're discussing.
- 3. When a prospect won't talk** with you: you must dramatize your presentation to get him involved. Stop and ask questions such as, "Do you think a feature such as this would be of benefit to you?" After you've asked a question, stop talking and wait for the prospect to answer. It's a proven fact that following such a question, the one who talks first will lose, so don't say anything until after the prospect has given you some kind of answer. Wait him out!
- 4. Prospects who are sales people**, and prospects who imagine they know a lot about selling sometimes present difficult selling obstacles. These prospects can be the easiest of all to sell. Simply give your sales presentation, and instead of trying for a close, toss out a challenge such as, "I don't know, Mr. Prospect - after watching your reactions to what I've been showing and telling you about my product, I'm very doubtful as to how this product can truthfully be of benefit to you".

Psssst!!



Have you heard any  
Sales Success  
Secrets?



## Ask Possibles



### Obtain Solutions to Difficult Sales Situations

Feature question:

I can't seem to get past a lower officer in a company to approach the ultimate buyer. What can you suggest?

The easy answer is to not let yourself be pressed into this position. Early in your sales approach question the person you are talking to as to:

"Who in your company would normally be involved in a decision such as this?"

Then casually inform the person that:

"It is the policy of your company to copy all individuals with original quotes and documents to enhance the professionalism of the presentations."

You now have the doorway to meet with others that may be required for the decision and a list of who they are.

Since you are stuck now, prepare a copy of what has been proposed with a nice note saying you are providing a courtesy copy of what you have been discussing with the other person who has been most helpful. Leave it with the secretary of the person you are trying to meet or mail it to him.

You can now call to see if they received it and if there might

**Wait a few seconds**, just looking at him and waiting for him to say something. Then, start packing up your sales materials as if you are about to leave. In almost every instance, your "tough nut" will quickly ask you, Why? These people are generally so filled with their own importance, that they just have to prove you wrong. When they start on this tangent, they will sell themselves. The more skeptical you are relative to their ability to make your product work to their benefit, the more they'll demand that you sell it to them.

**If your prospect will not rise** to your challenge, then go ahead with the packing of your sales materials and leave quickly. Some people are so convinced of their own importance that it is a poor use of your valuable time to attempt to convince them.

**5. In selling, time is money!** You must allocate only so much time to each prospect. The prospect who asks you to call back next week, or wants to ramble on about similar products, prices or previous experiences, is costing you money. Learn to quickly get your prospect interested in your product, and then systematically present your sales pitch through to the close.



**After the introductory call** on your prospect, you should be selling products and collecting money. Any callbacks should be for reorders, to ask for referrals, or to sell him related products from your line.

**When faced with a reply** such as, "Your product looks pretty good, but I'll have to give some thought", you should quickly jump in and ask him what specifically about your product does he feel he needs to give more thought. Let him explain, and that's when you go back into your sales presentation and make everything crystal clear for him.

**You must invest** as much time as possible calling on new prospects. Therefore, your first call should be a selling call with follow-up calls by mail, e-mail, or telephone as much as possible.

**Review your sales presentation, your sales materials, and your prospecting efforts. Make sure you have a "door-opener" that arouses interest and "forces" a purchase the first time around.**

**Good Selling,**

**\$ales \$uccess \$ecrets**

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