

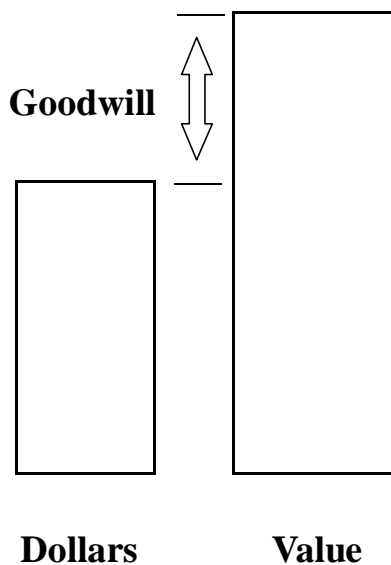
Practical Selling Skills

As entrepreneurs, we are all **100% commission** sales people.

Your Prospecting Motto:

“It is not what you know,
or who you know,
but who knows you that counts.”

Creating Goodwill:



Identifying Value:

Why should people buy from you?

Why should people join your team?

Identify The Prospect's Motivation:

Ask "WHY ?"

Practical Selling Skills

WII – FM:

Be clear on “What’s in it for me”, from the client’s perspective.

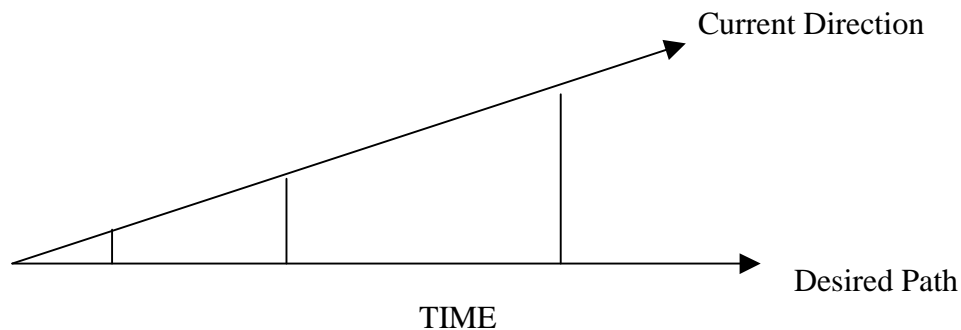
Creating A Fan Club:

A “Fan Club” will motivate other people to sell for you for free.
A “Fan Club” is the **ONLY** way to create referral business.

Clearly Define Your Objectives:

You must clearly understand what you want to achieve at every step in the selling process.

Falling off Course:



The step from the current direction to the desired path is far shorter if you take the step sooner rather than later. This is why it is so important to monitor your activities daily and ensure you are always on the desired path. Adjustments are easier when they are small.

How to make a positive first impression:

- 1- Smile
- 2- Raise Your Eyebrows
- 3- Dress Appropriately
- 4- Present Confidence
- 5- Be Professional
- 6- Be On Time

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Why Ask Questions:

- 1- You control the conversation
- 2- Build rapport
- 3- You are listening rather than talking
- 4- Identify prospect's motivation to buy
- 5- Keeps conversation moving in the direction of your defined outcome

Six questions you want answered:

- 1- Why do you want to buy my product or service?
- 2- What are you willing, and able, to pay?
- 3- When are you interested in making the purchase?
- 4- Who will be responsible for making the final decision to purchase?
- 5- How do you define superior service?
- 6- What questions do you need answered before making a final purchase decision?

Improving Your Listening:

1. Ask more questions.
2. Let them talk 80% of the time.
3. Pay close attention to what is being said.
4. Ask clarifying questions.
5. Pay attention to tone.
6. Be aware of non-verbal signals.

Trial Close:

A trial close is intended to test prospect's willingness to complete sale now

- 1- Can you see how this meets all your needs?
- 2- Is this a plan that you are comfortable with?
- 3- Other than your original points, do you have any questions?



Practical Selling Skills

Dealing With Objections:

- 1- Listen
- 2- Isolate
- 3- Clarify
- 4- Restate
- 5- Cushion
- 6- Respond
- 7- Agreement

Helpful Hints For Dealing With Objections:

- 1- Have well rehearsed answers to typical objections
2. Feel ... felt ... found.
3. " ... if that would help you out."

Closing the Sale:

1. The Assumptive Close.
2. The Alternative Choice Close.
3. The Reduce to the Ridiculous Close.

Three Keys To Success In Sales:

- 1- Follow - up
- 2- Follow - up
- 3- Follow - up