

Selling Your Way to Your First Million:

How to Become a Topnotch Salesperson



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INTRODUCTION

On an average, a person encounters about three salespeople in a day. Your phone will ring one sunny morning; a jovial salesperson is on the other end of the line selling you cruise vacation tickets. As you condition yourself for a good relaxing nap, somebody begins knocking on your door and when you open it, an insurance salesman is right at your face smiling his heart out. You try to sort out your mails before going to bed and you noticed that half of them are promotional newsletters.

You might be tired of salespeople yourself. In fact, you might have hated the mere sight of one. But do you know that it is one of the most rewarding jobs around? Well, not unless you can become the next President of the United States; but then, I could be wrong.

Salespeople are the very individuals who move the company. Their job is to market the products and make the company flourish in the process. If a salesperson is not able to do his job well, then the rest of the company will fall. The CEO, down to the rank-and-file employees, will soon be out of their jobs.

Do you see now how powerful salespeople can be? And because of this reason alone, they are very indispensable in any company.

For a salesperson, every sale merits a commission. And for their every good performance, income spiffs and special bonuses, who then would not want to be a salesperson and become rich and successful?

Do you now want to be involved in sales? If you still don't feel up for it, take this. It is in selling where money really lies. You do not even have to invest

too much, nor would you need any capital upfront. All you needed is the right skills and the correct attitude for the job. That is exactly what this report is going to give you. After you've gone through this report in whole, you will become a topnotch salesperson - a salesperson who can sell anything and everything under the sun, from a shiny new car to a multi-colored checkered coat and tie collection.

Whatever product you are selling won't matter at all. Your merchandise, service, or goods will all be sold in a matter of minutes, hours, or days, depending upon its complexity and worth. And you will achieve your first million more sooner than you have ever expected.

Almost no one is born to become a topnotch salesperson, although some may have "natural" talents in selling. They are all trained to become one. And there are no tough pre-requisites for that. All you need is the willingness and the desire to succeed. Once you have that, you will get a good focus on your goal. You will notice that everything simply falls into place. You will become a master when it comes to selling.

Expect that selling is something that you can do well. Everybody can become successful in the field of sales. People go to the market each day. They shop for the food that they will eat and the things they will use. You see, almost every place is a marketplace. Selling is simply a part of our lives. Most of the time, you are in the buying end. But this time around, you are in the selling end. The bottom line is that we are usually involved in a selling deal. And because of that, you must have seen good salespeople at work, right? Try to observe how

they can make people buy their stuffs or even ideas. They have a certain ability that makes them good at their job.

As you read this book, that outstanding salesperson can be you. The things written here will help you, if not transform you into becoming an excellent salesperson in just a very short time. This report is for everyone, no matter if it is your first time to sell or if you have any experience in selling before. And for those who had tried their hand at selling and didn't do well, it really doesn't matter what your sales record is before. You could have been your company's most terrible salesperson. But as what Gene Fowler, a famous writer and actor had said, "I am the world's worst salesperson; therefore, I must make it easy for people to buy."

As we start your preparation to become a topnotch salesperson, try to maintain a small note pad where you can list the answer to the questions, exercises, and the rest of the pointers contained in this report. Doing so will expedite the entire learning process and make you the topnotch seller that you really are.

Chapter One

UNDERSTANDING THE SELLING MARKET

Before gearing up to sell, you have to understand one essential thing in selling – and that's your potential market. Potential market is simply defined as the group of people who could be interested in the product or services that you are offering. These are the people who you will be selling your products to; and apparently, their roles are very important.

Whatever product you are advertising, there is only one thing to keep in mind: you have to know who your target market is. It is not a good suggestion to sell beauty creams and makeup in a car-racing magazine, would it? Well, not unless you want to utilize whatever media you can put your hands on. But still, doing that is an incredible idea.

Who Are Your Target Market?

For you to know exactly where to sell, you have to analyze your product first. And for you to do that, answer these 10 simple questions:

1. Who are the direct beneficiaries of the product or service you are selling?
2. Are there any indirect beneficiaries? If so, who are they?
3. Who can afford these products? What's the income bracket of the persons who are willing to buy them?
4. Would these people prefer to buy them in cash or through other payment methods, like credit card or check? Do they have to sign a loan or an installment plan agreement prior to purchasing?

5. Where and how exactly are these products used? At home? In schools?
At work?
6. Who are the people that are most likely to buy? Male or female? Married or single? Young or old?
7. Is the product a necessity or is it just a luxury?
8. Is the demand for the product seasonal or will it be the same all year round?
9. Are potential customers already aware of this product, or is it something new and innovative?
10. Do these people have to gather decision-making data or would they be capable to buy at the spur of the moment?

These 10 straightforward questions would effectively take you right in front of the people where a big chunk of revenues will be coming from. After listing all the definite answers to the questions, you should have a clear idea where your potential markets are. You should then be able to have a good idea as to what method of attack you should use for your every target market.

Segregating Your Market

Still referring to the answers you have for the questions above, you may notice that you have a rather diverse group of buyers. It is possible that your product caters to a big group of people, young and old, male or female. Segregating your market is very essential so that you will be able to cater to their individual needs. According to several researches, doing that will take you closer

to your prospective buyers and eventually, to sales and profit.

To successfully segregate your market, here are the things that you have to remember:

- 1. Determine the distinctive needs of each group of people.** For sure, male executives buying your product will have at least one different reason from single mothers who will be buying it. Although you are selling the same goods to these two sets of different people, the presence of their individual needs and benefit still remains. This is something that you have to capitalize as you plan your sales pitch.
- 2. Conduct a research.** You won't effectively know your target market if you are just guessing what their needs and wants might be. You have to know for sure and should not settle for the but's, if's, and maybe's. Send out a survey. Consult with the experts. Read a lot about these people and be properly informed. Know how your competitors do it. Alternatively, if your budget allows it, hire a company to do all of these for you. Then test your market. The main idea here is for you to be reasonably assured that you are following the right strategy.
- 3. Say only the "proper" things.** You have to speak the particular group's language. If you intend to sell to the young or the teenagers, you have to talk like one of them and not like strict parents asking them to do this and do that. Speak as if you are a teenager yourself. Know what their heart's desires are. And give those to them exactly. You should talk like a member of their group, and not an outsider wanting to be a part of it. Your

target market will most likely detect a hoax when they smell one. And the effects of that are rather unappealing.

Focusing on Your Market

Now that you know all your possible markets, you have to cater to each of their special needs. This is commonly referred to as niche marketing. A niche market is simply a specific portion of a bigger market. It is nothing but a narrowed group of probable customers that is often overlooked by a mainstream provider.

To make things clearer, let's use a definite example. If your business is all about home insurance, divide that into several niches like mansion house insurance, bungalow insurance, and condominium unit insurance. That way, you will be able to focus more on your segregated market. By following the niche concept, you are sure to bundle the mansion house insurance package with all the necessary provisions and even freebies that a mansion owner will be glad to own, and which he might not get from any other general insurance companies. Going into niches would enable you to put up the quality of your products. And more people will certainly go to you too, thinking that you are the specialized expert they really need.

Always remember that every niche market has its own needs and requirements. That is going to be your focus. In order for you to successfully meet all their specific needs, the first thing that you have to do is to carefully select a profitable niche. Choosing the right niche starts it all. When choosing, consider its profitability. Keep in mind that a niche's group of potential customers

is relatively small, so focus on a highly lucrative group of people. Analyze your market. Who are your competitors? Are they offering niches as well? If they are not, then you are lucky. All you have to do is to choose one specific area and focus on that. If unfortunately, they are offering niches as well, try to determine the area that is not yet serviced. Be creative. If your business is about home decors, a good niche is an exotic collection of decorative items from different countries all over the world, like Egypt or the Bahamas, for example. Your main goal is to be the best provider for that certain group. Maintain an inventory of the best products given at the best price.

So you will be properly guided when serving your respective niche, talk to real persons with real needs belonging to your chosen category. Look for an ideal customer. Ask him pertinent information as to what he expects to get about your line of products. Include in your query the things that he thinks he should not be getting as well as his suggestions as how to make the whole thing better.

Going back to the home décor example, your ideal customer will be a well-traveled middle to upper class homeowner. This person will have an idea as to what things you will be asking about and the things that you should know. He must have seen, and maybe even touched, exotic culture. He will be a reliable source of market information.

Then couple what you have found out from him with real market research. This has to be done to verify the information you have gathered. Is your ideal customer's taste the same with the rest of the community? Are his ideas feasible? Along with answering these questions, you should also be able to

determine the right strategy on penetrating the market. Include the production costs as well as your close competitor's product line.

You can do the market research yourself. First, try to talk to more potential customers. Still using the home décor example, you can also read current home décor magazines to get market leads as to where your possible suppliers and buyers are. Search the Internet for the sites that are more or less similar with your idea. Doing so, you will be able to adjust your market and products accordingly.

Finally, go deeper to the personal preferences of your potential customers. Know what qualities they look for and feel more about your line of product. For home decors, a good feature will be the history embodied in a particular item. Sell pieces that are reflective of a nation's tradition and culture. More people will surely come to you. When that happens you need not go to your market anymore and everything becomes simpler.

Other related product characteristics will be quality, price, convenience, or reliability. Once you have pinpointed that particular trait, which they regard highly the most, you are then assured of selling your products effortlessly. Selling has just become one step easier.

Using Analysis To Understand Your Market

Your success as a salesperson greatly depends on your market's current saturation. Your customers will definitely be divided amongst your competitors and other similar factors. For you to fully identify your market, try to answer these

ten questions. They will guide you in your selling goals.

1. How many competitors exist in your market?
2. Which of them are new and which are already there for the longest time?
3. How many of them are bigger than your business?
4. How much do they affect your sales? Are you losing big profits because of them?
5. How do they price their products?
6. Are their products and/or services similar or different than yours? In what way?
7. What advertising tools do they use? To what extent are those used?
8. Are they selling to the same customer group as yours? Do you have customer groups that they can't sell to yet?
9. How do your customers buy? What motivates them?
10. Do your competitors employ a big number of salespeople? Do they use different selling techniques like door-to-door, retail outlet, telemarketing, direct mail, or business-to-business?

Once these questions are answered, you will not only be successful in analyzing your customers. You will know more about your competitors as well. And with all these knowledge, you will be able to plan and select the best possible selling method. By doing so, you will soon become a very successful salesperson.

The Ten Buying Drives

Customers buy for a reason. No matter how complex some of the reasons they throw at you may seem to be, most of them root from the 10 basic buying motives listed in here. Capitalize on one or a combination of these motives and you will successfully sell to your customers.

1. Self-preservation

Self-preservation corresponds to people's basic needs. These are the necessities such as food, clothing, shelter, and all products that relates to their health and safety. Business-wise, it means products that will help them in their jobs, making their work faster and easier to become more successful and highly effective employees. The question to answer then, is how does your product help your customers, either on a personal or business level? How does it fill their basic needs?

2. Value

With today's relatively hard economy, getting value for one's money is everybody's concern. People don't feel like buying something that is not worth their money. Most people are willing to pay any price for a good product. You then have to make sure you sell with integrity. That means you won't give your customers empty promises and false claims about your product. So, how will your product honestly accommodate your possible customer's needs and expectations?

3. Sex

Sex means you are appealing to the customer's femininity or masculinity.

This corresponds to your product's ability to enhance their attractiveness and appeal to the opposite sex. People are naturally vain. They are willing to buy something that would make them a lot more attractive, more lovable, and more likeable than they presently are. What then, is your product's role in making your customers look better in front of other people?

4. Dreams

All people have dreams, aspirations, or even fantasies. And they all want to realize it, or to even achieve something that even mildly resembles it. Early on in their lives, they have visions of what they should become, what they should own, and what their lifestyle should be. Dreams come in all shapes and form. It means dreams can be big and high, but they could also be small and simple. Whatever dreams your customer might have, what does your product propose to fulfill them?

5. Emulation

Quite naturally, customers would like to be somebody they admire. Be it movie stars, celebrities, and members of the higher society, one thing holds true. They would like to be associated, compared, or even be reminded of them. They would like to have their idols' looks, their wealth, and their elegance. Some people think that by buying the products their favorite celebrity endorses, most of their qualities are going to rub off on them. So, is a well-known or reputable person endorsing your product? Better yet, how do you associate your product to somebody prominent?

6. Revenge Motives

Some customers would like to show the world that they are worth something good. This type of buying motive has both a good and a bad side. It is because while you want to bring out the best in them, you do it by evoking their innermost emotions of bitterness, insecurity, plainness, and mediocrity. This type of motivation is usually left unsaid, because of the negative implications associated with it. Nevertheless, it is a very powerful motive to buy. How sensitive are you to this motive and how can your product help your customer in their goal to make even?

7. Style

As times goes by, the trends change. And to keep up in style is something customers would like to achieve. Customers do not want to be left out from the crowd and be considered yesterday's news. What they want is to fit in and be one with the people who are considered chic, trendy, and fashionable. Is your product the "in" thing today? Will owning it means you are in conformity with today's changing world?

8. Knowledge

Information is power. This is the reason why self-help books and materials are making raves in the market. Owning them makes a person richer, more skilled, and better informed. Some people are willing to go to greater heights just to know more about their hobbies, the things that fascinates them, or even the everyday things that works around them. Many people are still hungry for learning. If your product satisfies their hunger, you

might as well appeal to this buying motive. Is your product going to be helpful in a way to your customer through information dissemination?

9. Elitism

Who would want to feel high and mighty? People would like to be regarded as elite or important. If a certain product can give a sense of elitism to them, they will buy it. Examples of such products are jewelry, expensive apparels, a fast car, or a big house. Will owning your product give your customers the satisfaction of being one of the best?

10. Being Liked

The feeling of being admired or at least to be accepted is enough to make a person tingle. Nobody would like to be embarrassed by not owning something everybody assumes to be "the thing". They don't want to be caught dead without something most of their friends own. There are also times they would like to start a trend themselves. And they can do it by getting a good product that would make them the subject of admiration or even envy. So, how will your product make somebody acceptable? How can it solicit the admiration of others?

Chapter Two SETTING UP AND REALIZING YOUR GOAL

Now, here is where all the hard work lies ahead. Well, let's omit the word

"hard" there. Selling can be easy anyway, especially if you know what you are doing. To realize your goal as a salesperson, the first thing you have to do is to set it. What exactly do you want to achieve as one? Do you want to earn big bucks? Millions? Or do you want to be a sales supervisor then sales director? Maybe being the company's vice president for sales is such a good idea after all, don't you think?

When it comes to setting goals, there is only one rule to remember - set a goal that is possible to reach. There's nothing wrong in focusing on an extravagant goal, like being a sales division head. But it won't happen overnight, especially if you just started your job yesterday. It is better to set small, short-term goals and go from there. Achieve all these small goals one at a time, one after another, and you will surely wake up one morning on top of your career and with loads of money in your bank account at that.

Short-term goals are much easier to achieve. It takes lesser time and sometimes even lesser effort to accomplish a short-term goal. Short-term goals are mostly done in a matter of months, or even days. Let's apply this concept and take college as an example. In order for you to finish college, you schedule yourself to attend university fairs and seminars. Doing that is a short-term goal, a small goal. Finishing college, on the other hand, is the long-term goal or the bigger goal.

Most people incorrectly set big dreams with their big goals. That's perfectly fine. No problem with that. But several people who are doing this get tired of pursuing their dream; and eventually, they give up. They became too

weary of failing because they do not understand nor realize all the complexities associated to achieving those colossal goals.

It is always preferable to begin with small goals before you head on to take big challenges and bigger dreams. Try splitting your big, long-term goals into several small but achievable short-term goals. When you look at your goals from that perspective, you will realize that your bigger goals become more attainable.

Let's use a definite example again. Say you like to become a millionaire through selling. Make that your ultimate goal. Under that, make several short-term goals significant to your current position. Give yourself a month doing your selling with a simple goal of being able to pay the bills. If you have successfully achieved that, proceed with the aim of earning enough to pay the bills plus a number of your luxuries, like a monthly out-of-town vacation or a shopping spree perhaps. After those, and if you are still doing well in your craft, continue with the next set of goals. Aim to buy a house or a new car. Then make enough money to spend most of the holidays abroad with your family. Proceed to saving a bundle for your retirement. Slowly, but surely, you will eventually find your bank account with savings of seven figures at least.

Now do your own goal-setting activity. List one ultimate goal and make at least 10 baby steps under it. And under each small goal, make several concrete steps to do on how you can achieve each goal. Then push yourself on achieving one goal after another. Don't skip any of your goals and you will surely be on the right track.

Honing Your Face-to-Face Selling Skills

One way to realize your goal is to make sure that you sharpen your face-to-face selling skills. This is helpful if you have to do door-to-door selling, service sales, or customer service. To be an effective face-to-face seller, here are good tips you have to follow:

1. Make sure you have all the sales material at hand.

Don't expect to make big sales if you are not prepared for everything. You have to always have the order forms, purchase orders, sales slips, selling materials, and specification sheets handy. Bring them wherever you go. Make sure you have extra copies of each in your car, your briefcase, desk, and counter. If you are always ready, you won't give your customer any room for second thoughts.

2. Always stay well organized to make selling a breeze.

Being organized does not only mean you have all your selling materials when and where you need it. It also means you have everything all taken cared of – including the possible questions your customer may throw at you. You have to make sure that for the simplest and the most common of questions, you have the answers handy, either in the back of your mind or on a brochure. Fumbling around for papers and answers won't do you any good. Your customer might get impatient and change his mind about buying.

3. Take advantage of the power of good testimonials.

Good customer service will tell you that you don't forget a customer right after every sale. Instead, you follow up their purchase with the offer of support to help them with anything about the product or to answer questions about its use and functionality. It is also a good time to ask for feedbacks as to whether they are satisfied with the sale, both regarding the commodity and the quality of support or customer service they received. You can even ask some of your all-too-pleased customers for good testimonials. More often than not, they will be very willing to vouch a good word or two about you, the product they bought, and the company that made it.

4. Update your sales materials regularly.

If you are indeed using catalogs, visual aids, brochures, and leaflets, you have to make sure that they are all up-to-date and accurate. Your customers are going to use the information contained in them to guide them with their purchase. They may even use the data you gave and compare it with your competitor's products. Now if you give them inaccurate data, you can expect either one of two results. The first result: your customer will choose other product over yours because what you have doesn't fair well when compared to others. This will likely happen if you haven't updated your materials with the innovations and improvements the manufacturer has made with the product you are offering. And the second result: your customer will buy your product, thinking yours is better than the others, only to find out they are fooled

because of the inaccurate facts and figures placed on the brochure they took home with them. Either case, you will end up losing. On both counts, you lose a sale because the second customer is very likely to request for a refund.

5. Talk to your customer and involve them in every moment of the pre-sale, but stop talking when he has made the decision to buy.

Again, don't give your customer any second to reconsider buying. Before he makes up his mind about buying a certain product, continue talking to the customer. Good conversation skill is what every good salesperson possesses. Don't put it into waste. Use it all the time. Besides, customers can assess right there and then if you are genuinely willing to help them make a good purchase or if you just there to get their money. But after they made the decision to buy, stop talking about that particular product. Remember, they can always change their mind, walk out the store, and leave you dumbfounded. The smart thing to do is ask them if they would be interested in an "advanced" version of the product (if any) or if they would like a complimentary product to go with the sale (Example: Would you like fries or sundae with that meal?).

6. Provide your customer only with the best possible product and sales deal.

A good salesperson does not think of what he can get out of each sale he makes. He also thinks about the person on the other end of the bargain. A salesperson should strive to fully understand what his customer wants. He

has to help him make an informed decision among his legitimate options. Selling is also about caring and trust. This is the primary reason why customers keep coming back.

7. Motivate your customer to act.

Well, don't just stand there talking to your customer about the product's benefit like a broken record. Your constant pitch will just irritate your customer. Instead, drive them to buy. Make them understand that it is a lot better to own the product's benefits rather than just to hear about it. Goad them to act. Have them complete the sale.

8. Attempt to sell related products or services to satisfied customers.

A happy customer may be all too willing to buy other products. For example, if you are selling designer clothes to prospects and at the end, they did buy one of your products, try to sell them designer shoes and bags to match. They may not buy right away, but it is such a great opportunity to present them other products that compliment the item they've purchased. You will then have an active list of customers in the near future.

9. Reach out to your most likely clients and get referrals.

After understanding your target market, you should know exactly the type of people that will buy what you are selling. Get to meet them and sell to them aggressively. However the meeting goes, either you got a sale or not, get referrals. They will surely have other friends in the same field that may be willing to buy. Always make every meeting worth it, even if you did

not strike a deal at all.

10. Give your customers subsequent sales support.

Sales support comes in various forms. It could be as simple as a telephone inquiry or as complex as a home service. Either the case or whether it is your job or not, offer assistance when it is asked of you. The least you can do is to direct them to the right support group to handle their concerns. If there is no such group, provide them help as much as your company policies can allow. Always keep in mind that one unhappy customer can create more damage than ten happy customers can repair.

Using Effective Sales Tools to Realize Your Goal

Today, there are a lot of tools and avenues to make yourself known and reach to as much customers as you can. These tools are essential in your business because they can hoist you up the sales ladder and lead you to your first million.

The Telephone

The telephone is a very important business tool. In fact, it is widely used right now by both small-scale businesses to large corporate empires. Call centers are setup everywhere, even carried offshore to maximize cost and efficiency. Why? It's because the telephone is very powerful. You can inquire a product through phone, place and confirm orders, and collect payment through this device. As a salesperson, you can reach your possible customers without leaving your home or office. You can talk to them at their most convenient time,

without worrying about traveling, what to wear, and where to meet up. All you have to do is to press a few numbers on the keypad, wait for the person to answer on the other end of the line, and you have a deal brewing right under your nose.

Local Community Groups

To realize your goal much faster than expected, you have to first reach the local groups with which they belong. It is advisable that you become known in the local community you would like to penetrate first. You have to build your reputation well, so to speak. And you will benefit most if you use the power of the word of mouth. If everything goes well, you might not have to go to your customer at all. They would be coming to you instead.

Advertising and Publicity

Publicity will take you miles closer to your targets. Publicity includes the tri-media, as it is more known today. The newspapers and other printed materials, the television stations, and the radio airwaves are the things that corresponds to publicity. Spots for these may not come free, but it is worth the investment, especially if you get to make your product or service known to the masses. If you are lucky, you might just come across some of them at no cost at all. Whichever the case, you have to make sure that you choose the one that reaches your most probable customers. Don't be too overeager and buy a television commercial spot right away only to find out that you've place your ads for car paints on a fashion TV show, which does not jive at all.

Direct Mail

There had been a time when direct mail is a breakthrough in mass marketing. Direct mail straightforwardly informs your customers of your sales activities and promotional offers that come with it. Direct mail connects you to the very people you want to contact. It fixes in a very personal level what your customer cannot easily resist.

Sales Promotional Materials

These are your massively produced paraphernalia, usually paperwork. Your brochures, leaflets, and inserts are what compose this category. If you want to reach as many audiences as possible without caring so much for pre-qualifying, this is the way to go. Print out thousands of leaflets and scatter them all over town. Call the local newspaper dealer and strike a deal with them, putting your inserts to all periodicals for a certain fee.

Of the three, brochures are quite different. Some brochures are printed on glossy paper and usually come colored. You don't want to put these to waste by just giving it to somebody who is not at all interested. In essence, you have to give this only to the people who are opting to buy or are most likely to buy.

The Internet

Currently, there is no marketing tool that is as powerful as the Internet. The Internet is an avenue for everything. And it is so popular even kids know how to use it. The Internet is where everybody virtually meets. If you want to market your products to the rest of the world, you can use the Internet. And it is the most inexpensive way to do it. Today, everything can be done online. You

can advertise, sell your product, and receive payment, all without leaving the comforts of your home or office. All you need is some knowledge of how e-commerce and internet marketing works, and get ready to be swept away by voluminous orders.

Chapter Three

THE QUALITIES OF AN EXCELLENT SALESPERSON

Being a salesperson should be easy. That is, if you have all the qualities of a good salesperson in you. However you do your job, either face-to-face, over the telephone, or through the Internet, it is important that you possess all these qualities. Once you do, sales and commissions will just keep on pouring in and you will need an extra hand fulfilling orders.

Neatness and Presentability

For a salesperson, image is everything. It is true that before you get to sell anything, you always have to sell yourself first. And that means you should be highly likeable before you get somebody to like your products. Giving your possible customers a bad impression of you won't help at all. It would help your competitors though, because it takes you out of the picture.

You won't always know your customers personally. In fact, you will be meeting a lot of them, if not all of them, only once in your life. And that means you will be approaching them and talking to them as a total stranger. In this case, they might be scrutinizing you in an attempt to judge what kind of a person you are. And they might do that mostly based on your looks alone.

It is therefore important that you look neat and presentable all the time. Your aura and your physical image tell a lot about who you are and the company you represent. People do not like to deal with somebody they do not feel comfortable with. Unruly hair and dirty teeth could make you lose a sale. Don't take the risk. Invest in your appearance. But this doesn't mean you have to buy and wear expensive suits all the time. Good grooming will make you stand out

even if your clothes are old. Just make sure they are well kept and you should be fine.

Professionalism

Professionalism is how you do things right. For starters, you should not be irritating. Certain habits or conducts annoy some people. If you have a nasty habit like fidgeting with your fingers, cutting somebody's sentence off, playing with your pen, or talking too fast, you have to do your best to eliminate it. As a rule of thumb, any habit that you think may annoy somebody else has to go – and do it in any way possible. If you have to undergo therapies to get rid of it, do it. Much of your career depends on it. Keep in mind that the selling career entails a person-to-person contact. Because of that, you have to do everything to create a good impression and comfortable air between you and your customer.

Good Listening Skills

More than anything, a customer would like to be heard and understood, sometimes at all costs. To be a good salesperson, you have to develop your ability to listen, even to the words left unsaid. Let your customer talk. After all, they come to you because they want something. Hear them out and show them that you perfectly understood what they are trying to convey. You may just uncover a behavior or attitude that can propel you to make a sale. If you fail to do so the first time, don't hesitate to ask them again. This will show that you are concerned about what they are saying and you don't want to miss a detail. But

don't do it many times in a conversation; or else, the customer will assume that you are not paying attention.

Sensitivity

Always put yourself in your customer's shoes. This is the only way you can feel what it is that concerns them and what they are trying to make you comprehend. Doing so will also ensure that you are on the right ground when it comes to dealing with people. Some salespeople become too overeager to collect the commissions they would get out of every sale that they forget to treat their customer with outmost care and attention. Actually, this is the gravest mistake you can make as a salesperson. The moment you regard your customers as one-time deals is the moment you can say goodbye to your career. With that attitude, even your most loyal clients will break out and leave you hanging by a thin line eventually.

Enthusiasm

Enthusiasm is infectious. If you're excited about your product and the benefit it can give, your customers would soon follow suit. They would see your product in a different way, enough to complete a sale. Good salespeople are jovial and passionate about their craft. You should develop these qualities right at the start of your career.

Knowledge

This doesn't mean that you necessarily need to have above average

comprehension skills to start with. It means being smart with the good ability to grasp data. When a good salesperson sells his product, he knows all its prime qualities by heart. He makes it a point that he has the answer to the most asked-about question concerning the product he is selling at the back of his mind. He does not grope around looking for answers when somebody pops them up. Instead, he comes prepared with a smart answer all the time.

Integrity

Integrity means honesty and doing the right things even when somebody is not looking at you. Many customers want to stay clear of a deceitful salesperson. That is the reason why they size salespeople up before they attempt to buy or even before asking anything about the product. Customers want to know exactly how the product works, without any tall lies and truth bending. They only want to deal with a straight, honest salesperson.

Courtesy

Courtesy is something everybody appreciates. Customers definitely want to be treated like kings. They may bombard you with questions before they decide to buy, or they can try all your products before selecting the one right for them. Customers have varying tastes and styles. As a salesperson, part of your job is to conform to all their eccentricities. You might need to practice patience and be good-natured. Always remember that the most likeable salesperson always gets the job done.

Persuasiveness

All salespeople are required to be persuasive. They should be able to effectively convince their customers about the beauty of the product they are selling within appropriate levels. They should not drop at every block the customer throws at them. Instead, they should look at it as a challenge that they have to overcome. Most highly successful salespeople are even looking forward to all these challenges. They feel triumphant with every sale if they are able to prevail over the customer's negativities. This is something that adds excitement and stimulation to their job.

Chapter Four HANDLING OBJECTIONS

A lot of people assume that selling is not easy. And that's because of the numerous objections potential customers will shoot at you whenever you attempt to contact or talk to them with the intention of starting a sale. Some objections may be given as the sale presentation or sales pitch is in progress. But little do they know that some of these objections, like the price of the product or the service that comes with it, could very well be an indication of a customer's interest in buying.

If you think about it, your customers won't object about how high your product's price is if they have not really considered the possibility of owning it. Therefore, you must take on all their objections accordingly, and convert them to your benefit. Over time, different new techniques are being developed to handle the customer's every single objection. The ones listed below are the most effective ways as practiced by thriving salespeople.

The Boomerang Technique

The goal of this technique is to turn the customers around by taking exactly what they said to you, only to show that they are mistaken in their argument. It is called the boomerang technique because you use their opinions like a boomerang. They go around in a full circle; and when they come back, you are there to persuade them again.

A good example of a boomerang technique is as follows:

Customer: *I think this necklace is very expensive.*

Salesperson: *I do believe it is too. But I assume that you don't want to give your*

wife a much cheaper present. Anyway, the necklace comes in a beautiful case and a rebate coupon. It is a nice present as it is. And even if you don't have the cash to pay for it today, we accept other payment methods like credit cards or even personal checks, though that requires some time to clear. And we can reserve this piece for you so that nobody else can buy it before you do.

The main idea here is to first agree to what customers are saying to make them believe that they are right. Then you try to attach what you, as a salesperson, want to impart. By doing that, you are using the principle of association. What you say simply becomes correct as well.

Renaming the Objections

There may even be times that the customer's objection can be turned into a positive energy outright. If the customer says that they have to talk to their husband or wife before they make a purchase or that they don't have the money to buy it right now, you don't just leave that as is and let them go with it. Instead, you handle it by making a play with words. Check out the example below:

Customer: *I think I like your product but I can't buy it right now, as I don't have the money. I would need to tell my husband about it and see what he says.*

Salesperson: *Yes, I suppose that's proper, but instead of doing that, could you rather discuss it with him so that I can finalize your order today? I can arrange somebody to pick up the payment tomorrow for you.*

As you can see, "tell" and "discuss" almost mean the same thing. But "discuss" is a much stronger word than "tell". To effectively close a sale, you

should always use the more powerful word. You don't really change their meaning, but you have successfully translated them more to your favor.

Show The Customers The Bigger Picture

There are times when there is a need to show your customers that small and insignificant things are exactly that – insignificant. Make their objection about the color of the product look trivial compared to its portability or any of its other strong features. The technique here is to show to the customer what they can get in contrast to what they can't. But don't dwell on the things that your product can't give. Focus more on the things it can offer.

Here's an example:

Customer: *I think this laptop is too big for me. I would like to buy something more compact.*

Salesperson: *You might have a point there. But this laptop is complete. It comes with everything you would need in a computer. What are a few inches in size if it can give you full functionality?*

Try to distract your customers from the issue that you cannot resolve like size, shape, weight, and similar objections. Create an entirely different perspective on your product. Make it appear the best buy despite the small detail the customer requires.

Reframing the Objection

Reframing the objection is very similar to saying “no” to the customer in an

entirely different way. You can do it by showing that there's a misunderstanding between both your views. Use empathy. Blame the misunderstanding on yourself. Try turning the subject around as you reframe the objection. Read the following example:

Customer: *You don't seem to understand. I do not like this one. What I wanted is a longer coat. This one looks a little short on me.*

Salesperson: *Oh yes, sorry about that. But I just can't help suggesting this one to you. It definitely looks good on your body frame.*

Use the same terms or jargons the customers used on you to show that you understand what they need. But specifically, show them your viewpoint so that it will be difficult for them to deny that you are also right.

The Conditional Closing Technique

The idea behind this technique is simple. Don't give your customers a second to think about possible objections. Instead of saying "Would you like to step in and check our products?" You say, "If you would step inside our booth and see our products, you are sure to find exactly what you are looking for. The following is another good example.

Customer: *I want the portable-type DVD player. I think you don't have any stock available.*

Salesperson: *If I call up the head office for a delivery right now, the portable DVD player should be here in less than hour. Will you wait for it?*

See here that the conversation goes assertive but it doesn't impose upon

the customer. Try to build an agreement with your customer. Use the agreement that behind the surface says, "If I can solve the setback, you should buy the product."

An even more powerful method is to structure your question in such a way that they will think they have options, yet both of these options are directed towards a sale. Ask questions like, "Would you like to pay in cash or credit card?" or "Would you like to take it home with you or have it delivered by us?" In these cases, any reply would result in a sale.

Repulsing the Objection

This is the assertive type of objection. This technique involves telling the customer subtly that they are wrong. But even though this objection is rather assertive, it does not necessarily mean aggressive. Tell the customer that they are wrong, but do not rub it to them directly. See how the example below goes:

Customer: *I believe that XYZ Company has the pioneering technology for photo printers. I suppose I should go for them to get the best buy.*

Salesperson: *That's not true, sir. Even though the XYZ Company is the one who is regarded to be pioneer, it does not mean that they have the best technology in the market. Our engineering team had come up with this innovative photo printer with features that is first in its right today. I'm sure you won't see anything like it and all its capabilities in any of our competitor's product line.*

Did you see how assertively yet feebly the salesperson handled the objection of the customer? That's exactly how to do it. Politely tell that the

customer that they are wrong and prove it to them. Prove it by making your products shine out. Besides, showing the customer that they are wrong will reveal how much you know about your own product and would expose your customer in their deception (should they use one as an objection to create a way out).

The Curious Salesperson Technique

Some customers can say point-blank to you that they do not want to buy what you are selling. Try to act curious and ask them why. They might stumble upon some reasons that they might have thought about at that minute.

Take each reason as an objection you can readily handle. Even if the customer did not buy, you have made contact and probably, a good acquaintance. You'll never know when the same customer will soon decide to buy and would come looking for you. Moreover, they can spread news about your product through word-of-mouth, which happens to be one of the best promotional methods.

Here's an example of the curious salesman technique:

Customer: *I really don't think I need these drapes just yet.*

Salesperson: *A lot of people had bought from us this week since it's the holidays. I wonder why you are deciding otherwise? Was there any other reason? I'm quite sure that if you tell it to me we can try to work something out.*

If you let out the child in you through inquisitiveness at the right time, you will surely either make a sale or gain a future customer. Whichever the case, you

are bound to gain something from it.

Anticipating the Objection

Make your work easier by thinking about the most likely objection your product might get. Address it early on the conversation so that it will not surface later on. This is important so that the customer won't mention it at a rather inconvenient time. Take the example below:

Customer: *I'm looking for a charm bracelet to give as a gift to my mother.*

Salesperson: *You've come to the right store sir. Here are the best ones we've got. I know that these might cost a little. But they are made of high quality authentic stones, making it the perfect gift for a special person like your mother.*

See how the salesperson addressed the issue about the price of the product early on? Not only will the customer be informed that the product may not come cheap, but it can also be a gauge whether or not the customer can afford it. If they back up immediately after saying the actual price of the product, you will know it is out of their budget. But if they don't budge, they may have the money to buy it. This is very applicable with all the other major objections customers may have about your product.

Sidetracking the Objection

Probably the easiest way to handle an objection is to wave it off. This is the best way to go if the objection is major and insurmountable. No matter how good a salesperson you are, if you are trapped with the wrong product, you can

only do as much. Therefore, a way out of this kind of objection is to let it go, at least for a while. You have the option to address it later, or you can opt not to at all. Check the example below:

Customer: *Your digital camera has the lowest resolution in the market today. I wonder why it is still not putting down its price regardless of other brands releasing newer models already.*

Salesperson: *That's a good observation. I'll give you an answer to that later. However, if you look at the type of camera lens we are using, you will see that the camera is highly durable and would last for years.*

The only thing that you have to remember about deflecting the customer's question is not to shrug it off nonchalantly. Remember that customers want to be heard. So it is mandatory that you acknowledge their objection. Show them that you have heard it and did understand what they said. They deserve that in the least, especially if you don't really intend to answer their question later on.

Objection Bargaining

Objections will always arise. They are always a part of every sales transaction, no matter how big or small the deal is. One way to make objections work to your favor, instead of the customers', is to strike a deal with them early on. After their first two objections, try to tell them that you are willing to answer the rest of their doubts about the product by asking them to write all objections in a piece of paper. Then continue with your sales pitch. Here's an example.

Customer: *I'd like to buy that car audio system you are selling but I'm concerned*

about its installation, warranty, and almost everything else about it.

Salesperson: *Well, I'd like to propose a deal with you sir. If you will listen to my presentation about the audio system, you can write down or make a mental note of all the possible questions and objections you may have about it as I go along. Then I will be addressing all of them to your satisfaction.*

The example here has to be carried out in a mildly assertive manner, and never in a pushy one. The customer is not supposed to feel trapped. They definitely won't like that. It is also important to make them understand that you will be crossing off their objections only if they are satisfied with the way you handled it. Else, they are free to check out the competitor's product. You have to emphasize that point.

The Use of Empathy

You have to realize the insurmountable powers of empathy. Empathy is the mental process of putting one's self into the shoes of another, and in this case, the shoes of the customers. It is a way of showing that you understand and feel the same way as your customer. Read the example below:

Customer: *I am really not comfortable with the fit of this blouse. I think it is too smug. I can't move much.*

Salesperson: *I know exactly how you feel. I actually tried one on and felt the same way. But I bought it and took it home instead. I wore it for the first time last night and I felt so confident in it. It matched my skirt, and the blouse isn't too smug at all. In fact, it showed off my curve perfectly. However, if you think a*

larger size fits you better, I'll be willing to help you.

Empathy alone has the power to change minds and emotions. The key here is to be as truthful as you can. Do not lie. The customers can see through you. Remember that they have a critical eye that is always checking you out. Just a single lie and they will never come back.

The Use of Humor

Humor has its own share of powers too. This is the perfect alternative to negative emotions. Instead of responding to your customer's endless and persistent objection with either anger or frustration, try humor. It will definitely make the whole ordeal lighter and easier. You can also use humor to diffuse tension in the air, especially when things are heating up for some reasons. Here's an example.

Customer: *I am just passing by admiring your dog outside the window. Now you want me to buy it. I really don't intend to buy anything. Please don't stand in my way. I've got to go and I still have work to do.*

Salesperson: *Sir, the dog likes you now. He's telling it to me through his gentle barks. Don't you just hear the words he's saying? He's saying, "Take me home. I'd like you to be my master." In fact, why don't you give it a try? Take the dog home for a few days and if you don't like it, you can always return it.*

Some people easily go off the hook easily even with slight persuasion. The trick is to learn not to get offended. That way, you won't be offending your customer with your replies. Inject a little humor whenever the situation calls for it

and your sale will proceed the way that it should. Use gentle humor as a defense against hotheaded customers. It is very handy during such times. It has proven to dissolve customer's anger somewhat.

Chapter Five

SELLING AND PRESENTING YOUR PRODUCT

Almost all customers would agree in saying that the product's presentation has a lot to do with their reasons for buying. They like a product that is very presentable, both in its overall appearance and its packaging. Therefore, no matter how good your product is, if it is not appealing to the eye, it is not going to have market appeal. Appeal to your customer's aesthetic preferences. A lot of

companies are investing so much just to improve their product design. Most of the time, a simple change in the packaging layout would translate to millions of sales. Good enough is not enough. Always settle for the best possible product appearance and packaging.

Here are the four basic principles of how your overall product presentation should look like:

1. It should be attention grabbing.
2. It should be crafted to build customer's interest in the product.
3. It should arouse the customer's desire to own the product.
4. It should be enough to goad the customers to action.

When it comes to presentation, your main point of interest is what pleases the eye. While it is true that beauty is in the eye of the beholder, all you really have to follow is to appeal to the general concept of beauty. Always stick to the conventional assumption of beauty and you would never go wrong.

How to Attract Your Customer's Attention

Every product has a benefit. A benefit is anything your product can give to your customers. This is something you put upfront so that people will begin buying from you. To attract your customer's attention, you have to create a good selling point for each and every benefit your product has to give. All of those should be emanating out from your product and packaging, with or without the use of actual words.

An example of a product's benefit is portability. One selling point of this

particular product feature is the use of rechargeable batteries, which enables your customers to bring the product or device wherever they go. And aside from directly stating that your product is portable, you can choose to manufacture your product in a compact design or to choose a slim packaging so that buyers will see that your item can be enjoyed whenever, wherever. If one glance at your product would show that it is lightweight, condensed, and has a rugged construction fit for outdoor use, you have succeeded in attracting your customer's attention.

If in case you are a salesperson who only markets products that comes from your manufacturers and you do not have any influence as to its manufacturing design or packaging, you have to do some physical evaluation of your product before selling them. When possible, get your product and put it side by side along its competitors. Then answer these questions:

- 1.) How is your product different?
- 2.) What are the benefits your products have that others don't?
- 3.) When it comes to its physical design, what is it that the product manufacturers emphasize?
- 4.) What is stated in the packaging that should make the product saleable?

After answering these questions, you should have a good idea as to how you should present your product in the market. If you have to make your own leaflets to give away to customers, then you can put all the primary selling points of your product, from the most salient ones down to the minor points. This way,

you are effectively presenting your product in the market.

Product manufacturers usually perform a comprehensive market research before they actually design and construct a product. Usually, the results of these researches are imparted to the marketing leaders, with the intention that they are passed on to every salesperson they have in force. They want these selling points to be promoted to the customers. It all depends upon you, the salesperson, to put the product's innate selling points out in the limelight. Remember to stress out the benefits (protects against all impurities, more compact, etc.) more than the features (made of durable plastic, removable filter, etc.)

How to Build Your Customer's Interest

To keep excitement in the air, you have to keep your customers guessing. Your promotional materials should leave customers with an atmosphere of interest enough to make them asking for more. Give them something they haven't heard of before. And surely, they would give your product a second look. This is all you need to fully launch that well prepared and well thought of speech you have prepared.

Interest is something you want to trigger in your customer. Interest can do wonders. It could create a buzz about your product. It can entice more customers to check out what it is you are selling. Most importantly, it can make your customers buy, if only to check out if what they heard about the product is true. If you can keep your customer's interest brewing, then you are on the right track.

You just have to make sure that you follow it up with the right sales talk and the right promotional attack. Otherwise, the work you did to generate interest will just go into waste.

How to Arouse Your Customer's Desire

More often than not, desire is aroused by beauty, appeal, and attractiveness. Functionality and features usually come second. So in essence, you work to stimulate your customer's desire, first through the physical attributes of your products. Its features and capabilities come second.

This may look too easy but aesthetics is not a simple science. Aesthetics is rather vague and is very general. The old adage still holds true – beauty depends on the person who appreciates it. You have to keep in mind who your customers are and what their preferences might be, before you can appeal to their senses. This is especially hard if you do not have any control over your product's aesthetic abilities and you are just selling it. But we can get to that later. First, here are the different channels of attraction and how you can use them to present your product to arouse your customers' desire to buy.

1. Vision

The first step is to appeal to the eyes. Consumers want a product that looks good visually. Again, this is why companies are investing so much in remodeling and repackaging their products just to look new and trendy. Never mind the features. They can improve on that later, or maybe never. Some companies just opt to create an entirely different model of the

product instead of adding good features to it. Repackaging is always costly. But a lot do it anyway.

2. Hearing

If there's any music or sounds associated with your product and it is very engaging, capitalize on it. Let the music arouse desire. Music and sounds have the innate ability to do that. There might be times that you went walking in the mall and you heard your favorite song play somewhere. Do you remember how you stopped and just listened? You might have even walked right into the store just to enjoy the music. Music can relay a message of your product. Music uses the power of words and the melody of a good tune. That's why songs and jingles are always created and used in television commercials. People love to hear a good harmony. And that's one reason why the music industry is always flourishing.

3. The Sense of Smell

What is your first reaction when you are walking in a busy street and somebody with your favorite cologne walked right past you? You intend to look at the direction of the person, no matter how far away he may be. You might even search for his face in the crowd. Some people would even stop and savor the scent. Whichever your reaction is, the point is clearly stated. You simply can't resist the allure of a good smell. Whether it is the smell of somebody's cooking or the fragrance of your favorite perfume, you tend to turn your head even without meaning to. And that effect is something you would like to achieve for your products.

4. The Sense of Taste

This one is for products that have something to do with eating or ingesting. It could be food products, drinks, or even medicines. If it has to go through the mouth, you have to make sure it tastes good. And yes, that goes true even for medicines. This is something basic. You won't sell a chocolate bar that doesn't taste sweet, right? Therefore, if you have to sell food, you have to make sure eating it will become your taste bud's enjoyment. People like to try something new every now and then. Most of them are tired with the usual taste of the food they eat. This is the reason why companies are coming out with an orange, cherry, or apple flavors of their products. You don't want to eat plain Jell-O's every morning for the rest of your life, right? Or wheat grain cereals. Or plain fruit jellies. People like some variants. So benefit from that.

5. The Sense of Touch

The sense of touch is almost as important as the sense of sight. Your product, more often than not, can surely be touched, be felt, and be experienced by your customers. Touch applies to almost everything: shoes, clothes, equipments, furniture, appliances, and vehicles – the list goes on. And how it should feel will depend entirely as to what product you are selling. If you have furniture, a smooth and sleek design is an advantage. But if you are selling sports equipment, the handles have to be ribbed for better handling. It also has to be light and durable, especially if it's something like a tennis racket. It's a different story though if what you

are selling is a golf club. The idea here is very simple. Make sure that your product brings comfort, even if it is used for an entirely different purpose.

These are the ways on how you can appeal to your customer's senses.

But what if you are still considered as a low-level sales person and you do not have any control of the product's aesthetic abilities? Well then, since you can't be changing your products, change the way you present your products.

Answer these questions:

1. What are the selling points of your product?
2. Of them all, which do you think is the most significant?
3. How can you promote this particular selling point?
4. Using which senses are you going to endorse the product best?
5. Can you combine two or more senses together to achieve optimum results?
6. Are you creative enough to appeal to all of a person's senses?

Your choice of approach, of endorsement, or of advertisement is going to count a lot. Use the right one. Better yet, be imaginative enough to create your own. Make your own market plan. Make your own commercials, posters, and other attention-grabbing materials whenever you can. It may mean extra work, but it would surely take you closer to your goal.

How to Goad Your Customers into Action

Now this is the meat of the matter. When we are talking about action, we mean buying. And buying is the main goal of every sales deal. It is what every

salesperson aims to get. The million-dollar question comes into surface: How then, can you make a customer buy?

After going through the steps listed in this book, you should have learned about product presentation, quality, appeal, customer's objections, and the salesman qualities. All these are taught with only one intention – that you successfully get into your customers' heads and goad them into action.

Selling is a very psychological thing. A good product won't necessarily sell without an equally good salesperson behind it. Try it. Let's do some role-playing. Get your products on the frontline and act not as an enthusiastic salesperson but as an indifferent vendor. Act like somebody who gets paid by the hour without commissions. That means you will get your salary after working hours no matter how few or how many items you have sold. See if you are going to achieve your day's goal.

Now act like a very aggressive salesperson and take what you think is your worst product. Maybe for research, you can even select a brand or a commodity that you think is a big junk. Sell it passionately, following everything taught in this report. See if you had sold more products acting like this compared to when you are acting like the uninterested salesperson.

This is the first point you have to know. Selling is not entirely about your product. Your product won't sell on its own. That is the very reason why your boss hired you in the first place. He knows it. You should know it too. Be reminded of this one thing: Before you can sell anything, you have to sell yourself first. This is why you are taught the qualities of a good salesperson

earlier. The moment you speak to your customer about your product is the moment your customer maybe doing his best trying to trust you. If he finds that very hard to do, you are in big trouble.

The second point: Not all customers buy impulsively. You might be lucky to meet more than one compulsive customer in a day. So don't gripe if the customer lets you talk for five whole hours only to leave the store without making a single purchase. This happens; and it does quite often, actually. So you have to know your plan of attack each time you face your customer. If he is a new customer, don't come on too strong. Again, customers do not like to be pushed around and feel ensnared.

The third point: Keep your customer interested. Getting your customer's attention is not enough. You have to keep the water flowing, so to speak. You have to capture their interest and sustain it. But do it in such a way that it doesn't look as though you are going to some extreme heights just to sell to them. Customers know when you are making conversation and when you are making a sales pitch for them to buy. It is your job to keep them interested. And when their interest is at its peak, move in to close the deal. That should be the time when they are more than willing to take out their wallets right then and make the purchase.

The last and main point: Let your customer know your intentions. Make it clear to them that you wanted them to buy your product, get an insurance plan, to sign up for a loan, to purchase a warranty card, or anything else you might want them to do. Calling them to action is not enough. They have to know what

the real action is, what they are supposed to do. And be prepared for that. Don't be too engrossed in your sales pitch that you are forgetting little details (like the customer has to have several identification cards to go with the purchase or other trivial things like that). Assess your customer while you are talking to them. Determine what they need to do and make them want to do it. Now that's the best salesperson in action!

To guide you further in your selling, here are four almost magical selling techniques that you can use to your advantage:

1. The Reciprocity Technique

Capitalize on people's tendency to reciprocate good thoughts and efforts. Whenever you give or do something nice to others, people are always obligated to return the favor. As a seller, give your customers holiday and greeting cards during special occasions. They will appreciate it and will buy again from you in the future. The same principle applies when you give samples or trial offers. They might buy your product just for the sake of reciprocity!

2. The Contrast Technique

Many people in today's world shop with a budget in mind. With the current economy, it doesn't pay to be spendthrift. To overcome this obstacle (in case your product has a higher price), show your prospective customer the super value they can get from your product in contrast to your competitors' (which could be priced lower). Let them realize and feel the tremendous quality they are getting in exchange for a few dollars more.

3. The Herd Technique

Most people like to belong to a group. They want to do what the rest of humankind is doing, so they can feel a sense of belonging. In restaurants, they may apply this principle by giving free foods and large discounts to their customers. If people see that there are many people inside a diner, they wouldn't hesitate to go inside themselves. The same is true with discos and bars. Long lines are an indication that people enjoy going and hanging out at that place.

4. The Consistency Technique

Try to find out what your customers' preferences are. Ask them if they value quality over price. If they say "yes," that's your cue to ask them if they are willing to buy your product if it has a lot more useful features than others. People like to be consistent with their values and beliefs. And to stay consistent, they are most likely going to buy your product to prove that they indeed value quality over price.

Use these selling techniques and you will surely get your customer buying with lesser efforts and skill required!

Chapter Six

CLOSING THE DEAL

A sales deal is composed of three parts. The first part is the introduction of products to possible customers. The second is the buying customer's acceptance of the product. And the third part, and the most important part at that, is the closing. With that said, the closing is the hardest part of every sales transaction.

The work is done and the pipelines are laid in the first two parts of the deal are where. But if your closing is rather weak, all those time spent in building the sale will be lost. And so, to become a good salesperson, you have to develop a strong deal closing technique. This part of the deal is very critical that some

companies actually hire two sets of salespeople – the front liners and the closers. But if you are a real deal salesperson like what this report is training you to become, you are the embodiment of these two. It means that you can initiate, develop, and close a deal in one fluid action. Before we go to the different techniques you can use to close a sale, you have to know first the five basic principles of a sale.

1. Timing is important.

Once you feel that the sales agreement between you and your customer is reached, you have to act swiftly. Let them sign the necessary forms and supply the necessary information needed to process the sale. Don't give them even a split second to change their minds. Treat the moment that they say "yes" as a bell chiming, which signifies that you are just a few moments away from victory.

2. Learn the proper timing in closing the deal.

If time is important, then timing is of paramount concern too. As a good salesperson, you should act at the right instant. If you act too soon or too late, you might lose a sale before you even had the chance to bat one of your eyelashes. And to keep yourself from guessing as to when the right time to pounce on the deal will be, always try turning the tables around to your favor. Instead of your customers dictating the pace of the transaction, you take over. But before you can do that, your sensitivity should be at work all the time. If you feel that your customers is only half-decided, encourage them towards the right path. You can entice them by giving

more discounts, offering freebies, extending warranties, and things like that. You have to lead your customer all the way to the end of the deal. If they seem to be really backing out, try one or two different moves; not desperation moves but persuasive moves. You still have to maintain the dignity of your products. Remember that you don't have to go too low for a sale. You are offering your customers a good product. If they won't buy, it is really their loss. But because of your concern for them, you are still offering them a last chance to buy the product. A chance that may not be offered to them some other time.

3. Bluffing sometimes work.

While this may be true, don't overdo it. If you are selling a prime property for example, you are not supposed to tell your customer outright that you might as well call somebody you know who is also inquiring about the property and is probably more than willing to accept what you just offered him. The instant they thought they were regarded unimportantly is the moment they walk out. Using the threat of their possible competition would show who among your customers want the product that you are selling more. Use bluffing as a tool to gauge your customer with. Anyway, the customer will, more often than not, respond honestly to your bluffs. Just make sure that you ditch bluffing if it failed to work the first time.

4. Know what to say after they made the decision to buy.

As mentioned in a previous chapter, the smart thing to do is ask them if they would be interested in an “advanced” or “deluxe” version of the

product (if any) or if they would like a product that compliments the main product. (Example: Would you like this cool pair of socks that match perfectly with your shoes?)

5. Not all sales deals lead to a close.

The sales figures of almost all companies would show that the ratio between the number of potential customers and the number of closed deal are miles apart. But this doesn't mean that you have to succumb to the numbers. As a good salesperson, you have the power to raise the percentages to considerable heights.

The Different Deal Closing Techniques

Closing the deal means taking the customer into the stage of commitment. This is where they actually buy – where they put out their hard earned and the not-so-hard earned cash for that matter, to buy your products. Therefore, to ensure you of a tightly sealed deal, here are some closing techniques you can take advantage of:

Using the Power of Assumption Technique

Act like your customer have decided to buy already. Speak confidently that what you are saying is what you believe you have understood from the conversation with the customer. Ask him directly as to how may items he would like to purchase and when he would like them delivered. If you say it properly enough, your customer will actually answer your question in complete detail. And when he does, be prepared to document the sale and complete it.

Sample Spiels:

- 1. So, where would you like to place these shelves once it gets in your apartment?*
- 2. Which of these two sizes of bed should I process for delivery?*

Using a Testimonial to Close the Deal

A happy customer is always your best advertisement. If you customer needs a little more pushing, you can state the name of one of your rather popular and highly satisfied clients, with their permission of course. Don't forget to mention the details of the sale, like what he purchased and why he was particularly happy. Sometimes, a customer need not know who exactly became satisfied with the product. Most of the time, hearing a good story about it from any user is enough to get them to buy. And this especially true if they trust you as a salesperson.

Sample Spiels:

- 1. You know Mr. Johns, the Vice President for Purchasing of ABC Company, regularly buys from us. You can ask him how he finds our products.*
- 2. We have many regular customers up north. If you like, you can ask about our products from one of your friends there. They surely have heard about us.*

The First-Hand Experience Technique

To finally get your customer buying, show them your product. Let them experience actually owning it, even for a few minutes. Just make sure that you do it in such a way that they would feel attached to the product even after that

short moment. Show them the features that would astound them. Give them the evidence that what you are selling all along is real and accurate. With the product in their hands, they will have the opportunity to test it and eliminate any doubts that they may have about it.

Sample Spiels:

1. *Try one of our stuffs and see for yourself. Let me demonstrate what this thing can do for you.*
2. *I was amazed myself the moment I knew about this product. Hold it. Feel how light it is.*
3. *Take this home with you and return it if you feel it's not right for you.*

Showing them The Better End of The Deal Closing Technique

This is the traditional deal closer. What a salesperson does here is that he shows the customer what other stuffs and bonuses he will be getting the moment he buys the product. Along with that are all the other values they are going to enjoy along with the purchase. This closing is going to be effective only if all the right good-sounding words are used. You can go down further, enumerating all the details. Your goal here is to impress the customer. And impressed they should be, not bored with your droning on, about features and user's instructions. All you really have to do is to repeat all the important things that you might have already said. This will give your customer the impression that you are summarizing what both you have talked about and the only thing left to do is for him to take out his wallet.

Sample Spiels:

1. *So that means you will get to enjoy the product and all its features, plus we will deliver it to you for free. And you are entitled to an all-inclusive lifetime technical support at no additional cost to you.*
2. *The whole package comes with an easy-to-carry duffel bag where you can store the product or take with you anywhere. An extra set of batteries and a cleaning device are also included.*

Using the Emotions Technique

If there is anything powerful in a person, that will be his emotions. To get your customer to a successful close, aim at his emotions. Specifically stir up some deep-seated sentiments that would move him the most. Observe if he is going to react positively or negatively to it. Act according to your observation. It is always safe to go for positive emotions; but in odd circumstances, going for the negative ones can benefit as well. Whenever in doubt, don't proceed. Keep in mind that your customer's buying decision depends upon what he feels. He would buy if he feels the need or even the want for your product. He won't buy at all if he is harboring no important feelings about what you are selling. So early on the deal, try to check out every now and then what your customer feels, and see how you can use it in your closing later on.

Sample Spiels:

1. *My previous customers told me their self-confidence increased because of the great effects produced by this machine.*
2. *Other customers are calling me, saying that they should have bought this sooner.*

Using the Short-Term Offer Technique

As a last effort to close the deal with your customer, offer them some get-it-now-or-never deals. Give them discounts that hold only if they make the purchase before a certain period. Give them freebies to go with their product when they pay for it now. These are good baits to a customer who is having difficulty deciding whether he should buy or not. If they feel the urgency, and that they need to decide now if they want to get the offer, they would find time to do so. You will be amazed that some would even purchase your product even before you finish your sentence because they're afraid of missing something.

Moreover, if you make them believe that the product is scarce or limited, you increase the value of the product you're selling. You must try your best to give him a deal that anybody would be a fool to let go of.

Sample Spiels:

- 1. Take the product today and I will slash an additional 5% discount. I should get approval for that but since my boss is out for a short break, I think I can let that offer through. What do you say?*
- 2. This is the last day of sale. Tomorrow, the products are going back to its original prices. I say you take advantage of it now while the offer's still here.*
- 3. Only one more model 9850 is available. This must be your lucky day. If you miss it, it can take months before we can get new models.*

Focus on the Quality Technique

This particular technique is going to work if your product's main selling

point is its quality and not anything else. This means that the product may be priced considerably the highest in the market, and you can't possibly compete nor argue when it comes to that area. Therefore, the way to close the deal is to always emphasize the product's superiority, in contrast to all other factors. Affirm to him that quality matters most, that its price and all the other factors associated with it are not important factors after all. Show customers how quality will work for them and how well the company keeps its promises when it comes to the product's performance. What you are really focusing on is the product's long-term value. That is exactly what the customer is paying for.

Sample Spiels:

- 1. You only have to pay for the product once, but you get a lifetime guarantee.*
- 2. This is the product with the best quality out in the market today. You won't regret it. And you will soon realize that its cost is such a small price to pay.*

Steps to An Effective Closing

Now that you know the basics, as well as the good methods on how to deliver the particular closing you chose, here now are the step-by-step ways to properly end a sale.

1. Deliver your closing.

Choose the right closing technique and deliver it well. Always aim for a close, even though the deal is very unlikely to end as a sale. Anyway, you can always use the practice or the amusement even.

2. Pause for a few seconds.

After delivering your spiel, give your customers a few seconds to throw in any last minute questions at you or to say “yes” to the deal. Don't keep on talking that you missed the consent that you have been meaning to hear all along.

3. Observe your customer's emotions.

As you talk, observe at what part of your sales talk your customer usually responds or interrupts. And when they speak, listen to them and watch the emotions that come with their words. Use the same emotions to lead you to a sale.

4. Finish the sale.

If you have said the right words to go with the right responses, your customer will be signing the sales slip easily. But sometimes, the deal cannot be closed in a day. A big budget deal would take weeks, months, or even years to complete. Whichever the case, just be prepared with your closing. Be armed with the right tools and the right equipment. You don't want to lose a sale because of mere irresponsibility on your part.

5. Thank the customer.

You have to thank the customer for the purchase. And along with that, wish him the best with his new product, offer support, and give additional pointers to do when he gets to use it. You might be the one to congratulate here for your good work of completing the sale, but the least you can do is to share your success with your customer by simply

thanking him.

CONCLUSION

We have come to the end of this report. By now, you should have learned all that it takes to become a topnotch salesperson. If you follow all the things that are written here religiously, your first million will be waiting for you very soon enough.

A good salesperson who knows what he wants will reap the rewards of becoming financially stable and satisfied with his career. Selling is a career. And you can be very good in it. Learn the skills, follow the steps, and enjoy successfully closed sales deals day after day after day.

Always learn the true essence of selling by heart. Selling is not all about deceiving customers; it is not about manipulating your customers either. Selling

is an interaction. It involves talking to customers, becoming friends with them, winning their trust, and selling them your product.

You do not have to be loud-mouthed and over-ambitious to succeed as a salesperson. Instead, you have to be a person of fine character and grace. Maintain your poise as well as those of your products. Once you and your products attained that certain level of respect, you are very likely to make sales, sometimes even without trying so hard.

Think of a good salesperson that you know of. It could be your boss or somebody in the marketing field you admire the most. It could even be somebody from the local store from whom you find yourself buying most often. Observe them. What do you think are the things that they are doing right, which makes you admire them totally? Do you think they are honest? Are they good in explaining? How do they talk about their product? How effective are their sales pitches on you?

You will learn a lot from a mentor. What this book teaches you are the basics, the theories, and the secrets of becoming a topnotch salesperson. Observing a good salesperson in action will show you more clearly how successful selling is really done.

Right now, you should have realized that being a salesperson might not happen overnight; or it might, depending on your determination and skill. It takes practice and patience. If you follow everything this report teaches, you can become a topnotch salesperson in the shortest time possible.

If you combine all these with regular practice and determination, you will

not just become a topnotch salesperson very soon, but you might even be heading your own group of salespeople to train and manage. So keep in mind that the opportunities won't end for you if you love your craft.

Learn from this good story about an excellent salesperson:

A young guy from Texas moves to California and is looking for a job in a big department store. The manager asks whether he has some sales experience. He said that he was a salesman in Texas before he moved. The manager asked him to report the next day. He will be hired depending upon his sales for the day.

The following day, the young guy managed to get only one sale. The manager was dissatisfied with his turnout. So he said, "Our sales people here averages 25 sales in a day. If you can only sell one item, I can't take you in."

But the guy said, "It was a \$100,000 purchase though."

The manager was surprised and asked, "Really? What did you sell him?"

"Well, I sold him some biking apparels. Then I gave him a helmet. But I learned that he doesn't have a mountain bike yet so I showed him one of ours. He bought one. He chose the biggest and heaviest model and he found out that it won't fit in his car's trunk. He also said he doesn't know how to ride it yet so he can't bring it home with him. So I showed him one of our trucks and sold that to him too. I told him he could take the bicycle home with it."

"You mean to tell me you successfully sold a bike to somebody who doesn't know how to ride one? And you even managed to make him buy a truck just to take it home? Why is he looking for biking apparels anyway if he don't know how to ride a bike?" asked the manager, bewildered.

"Well actually, he was just buying a pair of roller skates for his kid. But I told him I might as well join him in his hobby. And since he said he's too old to skate, I suggested he might as well ride a bike. He took it so I sold all of those items to him."

See how a good salesperson can work wonders? Now, get your gear going and start earning your first million. Stop reading and start working your way up to the sales corporate ladder where you really ought to be. Conquer the selling challenge today.

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