

101.5 Rules for Sales Success



***IDEAS THAT WILL HELP YOU
ACHIEVE SALES SUCCESS***



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A. Evaluate yourself on each rule - Be honest -- this is a self-evaluation, not a place to boast -- it's an opportunity to get real with the most important person on earth -- you! Put a number against each one that represents your present skill level in each rule.

1=poor, 2=average, 3=good, 4=very good, 5=the greatest.

B. If you're between good and poor (sometimes or rarely) in any rule, make an action plan to get excellent.

C. Do it!

1. Develop and maintain a positive attitude...The first rule of life. The way you dedicate yourself to the way you think. Your sales (and life's) success depends on it.

2. Believe in yourself first...If you don't think you can do it, who will?

3. Set and achieve goals. Make a plan...A goal is a dream with a plan.

4. Learn and execute the fundamentals of sales...Never stop learning how to sell. Read, listen to tapes, attend seminars. Concentrate on the fundamentals. Adapt these sales techniques to your own style and personality.

5. Learn one new technique a day...Practice the new technique as soon as you learn it.

6. Use your car as a learning centre...A sales tape is better for your success than radio drive.

7. Visualize the sale taking place before it actually happens...You'll become assumptive, confident, and double your sales. WOW.

8. Sell on your home territory as often as possible...75% of professional sports teams win their home games. That's a great winning percentage. Try it.

9. Shake hands firmly...No one wants to shake hands with a dead fish. You can learn a lot from someone's handshake -- and they from yours.

10. **Be conversational in your presentation...**Give it as though you were talking to friends. Be original in the way you present.
11. **Develop great telephone skills...**The most deadly weapon in sales.
12. **Don't prejudge prospects...**They are often customers in disguise.
13. **Understand the customer and meet his or her needs...**Question and listen to the prospect and uncover true needs.
14. **Qualify the buyer...**Don't waste time with someone who can't decide.
15. **Develop a test to see if you can help (hook) the prospect...**Ten questions that will qualify and interest the prospect.
16. **Take notes as the prospect or customer is talking...**It makes them feel important. And captures their information to help make the sale.
17. **Listen with the intent to understand...**When you feel you understand, then respond. Listening is more important than talking.
18. **Communicate to be understood...**Clear, concise, brief.
19. **Sell to help...**Sell to help customers; don't sell for commissions.
20. **Establish long term relationships with everyone...**If you get to know your customer and concentrate on his best interests, you'll earn much more than a commission.
21. **Believe in your company and product...**Believe your product or service is the best and it will show. If you don't believe in your product, your prospect won't either. Be loyal to your company and product or quit.
22. **Be prepared...**Your self-motivation and preparation are the lifeblood of your outreach. Be ready to make the sale with sales kit, sales tools, openers, questions, statements, and answers.
23. **Know the prospect's industry...**Before you make the call.
24. **Know the prospect's business...**Before you make the call.
25. **Know the prospect...**Before you make the call.
26. **Understand how your prospect serves his customer...**You must understand how your prospect's business or customer uses your product.
27. **Read the trade journals of your best customers...**Know what's going on in their world.
28. **Get the prospect to lean forward with interest...**Gain buyer interest or you'll never get a sale, you may not even get an appointment. Your creative preparation will determine your outcome.
29. **Become a resource to your customers...**Ideas, industry information, competitive information makes you a resource. Go to a sales call with an idea you think your prospect can use.

30. **Be sincere...**If you are sincere about helping, it will show -- and vice-versa.
31. **Be on time for everything...**Lateness says, "I don't respect your time." There is no excuse for lateness.
32. **Look professional...**If you look sharp it's a positive reflection on you, your company, and your product.
33. **Establish rapport and confidence before selling...**Get to know the prospect and his company; establish confidence early. Don't start your pitch until you do.
34. **Use humour...**It's the best tool for relationship sales I have found. Have fun at what you do. Laughing is tacit approval. Make the prospect laugh and you can make him buy.
35. **Be a master of your product...**Know how your product is used to benefit your customers. Total product knowledge gives you the mental freedom to concentrate on selling. You may not always use the knowledge in the sales presentation, but it gives you confidence to make the sale. Become an expert in your industry.
36. **The power of the question cannot be equalled...**You can qualify the buyer, establish rapport, create disparity, eliminate competition, build credibility, know the customer, identify needs, find hot buttons, get personal information, and close a sale -- all by asking questions. WOW. Have 25 of the most powerful ones you can create -- at your fingertips.
37. **Ask the right questions...**The key to selling. Create a BUYING atmosphere -- not a selling one.
38. **Sell solutions (benefits), not situations (features)...**The customer doesn't want to know how it works. He wants to know how it will help him. Sell in terms of the customer -- not in terms of you.
39. **Tell the truth...**Never be at a loss to remember what you said.
40. **Deliver on all promises...**The best way to turn a sale into a relationship is to deliver as promised. Failure to do what you say you're going to do, either for your company or your customer, is a disaster from which you may never recover.
41. **Don't put down the competition...**If you have nothing nice to say, say nothing (your mother's words of wisdom). Set yourself apart from them with preparation and creativity -- don't compare yourself to them, or put them down.
42. **Use testimonials...**The strongest salesman on your team is a reference from a satisfied customer. Testimonials are the best proof.
43. **Use testimonials to overcome objections...**Get letters from satisfied customers that overcome standard objections.
44. **Learn to recognise buying signals...**The prospect will often tell you when he is ready to buy - if you're paying attention. Are you listening?
45. **The biggest buying signal in the world is "How much is it?"**...Don't tell the price until the prospect asks.

46. Objections often indicate buyer interest...when the buyer objects, it often means he wants to buy -- with contingencies.

47. Anticipate objections...There are less than 10 objections to your sale. Have all of them written out. Rehearse answers to standard objections.

48. Get down to the real objection...Customers are not always truthful, they often won't tell you the true objection(s) at first.

49. Know the difference between a stall and an objection...Excuses like "I want to think it over," are not objections.

50. Incorporate answers to objections into your presentation...Don't wait for them to be raised.

51. Overcome objections...This is a complex issue - it's not just an answer, it's an understanding of the situation. Listen to the prospect and think in terms of a solution. You must create an atmosphere of confidence and trust strong enough to effect a sale.

52. Create a comparison chart...of all your competitors for the buyer who wants to "shop around." Lead into it with, "Sir, after you shop around, if you find we're the best, will you select us?" Then show the chart and write up the order.

53. Close the sale...on the same words the prospect gave you when he was answering his "biggest need" question.

54. Ask for the sale...Sounds too simple, but it works.

55. After you ask a closing question, SHUT UP...The first rule of sales.

56. If you don't make the sale, make a firm appointment to return...Make some form of sale each time you call.

57. Follow-up, follow-up, follow-up...If it takes between five and ten exposures to a prospect before a sale is made, be prepared to do whatever it takes to get to the 10th meeting. (*secret: Ask the prospect how they would like you to follow up -- they'll tell you.*)

58. Redefine rejection...They're not rejecting you, they're just rejecting the offer you're making them.

59. Anticipate and be comfortable with change...A big part of sales is change. Roll with it to succeed. Fight it and fail.

60. Follow rules - Salespeople often think rules are made for others. Think again. Broken rules will only get you fired.

61. Team up with co-workers...Work internally as a team to serve the customer in the best way possible. Sales is never a solo effort. Team up with your co-workers so you can partner with your customers.

62. Never argue. Never argue. Never argue...With a prospect or customer. Even if you win, you lose.

63. Negative emotions inhibit sales...They block clear, creative thinking.

64. **Deliver more than expected...**The day before it's due.
65. **Surprise your customers...**So they'll talk about you to someone else.
66. **Treat every customer as though they were the king or queen...**Or some imagined celebrity.
67. **Treat others the way you want to be treated...**Provide the same service you expect to get. Put yourself in the other person's shoes. Do they fit?
68. **Satisfy a customer's complaint in less than 24 hours...**Positive recovery leads to more sales and a great reputation.
69. **Don't blame others when the fault (or responsibility) is yours...**Take full responsibility for your actions, what happens to you, and the success of your company. Accepting responsibility is the fulcrum point for succeeding at anything. Doing something about it is the criteria. Blame yourself for lost sales.
70. **Understand that hard work makes luck...**Take a close look at the people you think are lucky. Either they or someone in their family put in years of hard work to create that luck. You can get just as lucky. Success and failure are not accidents or luck driven.
71. **Harness the power of persistence...**Are you willing to take no for an answer and just accept it without a fight? Can you take no as a challenge instead of a rejection? Are you willing to persist through the 5-10 exposures it takes to make the sale? Be as tenacious and persistent as you were when you were 4-years old and asked your mum for sweets in the supermarket.
72. **Find your success formula through numbers...**Determine your own numbers for success - how many leads, calls, proposals, appointments, presentations, and follow-ups it takes to get to the sale. Then follow the formula.
73. **Develop and practice networking skills...**The most powerful business tool in the 21st century.
74. **Spend more than 10 hours a month networking...**The only way to get results is to be in front of people.
75. **Develop a 30-second personal commercial...**That gains interest in your product or service. Practice it until it's perfect.
76. **Write on the back of business cards...**The only way to capture and remember important information while networking.
77. **Design and invest in a great business card...**It's your image after you leave. Have a business card that people talk about.
78. **Take advantage of every second of your time...**It's all you've got.
79. **Schedule a sales call one minute after your sales meeting...**Try out what you just learned.
80. **Implement the *Daily Dose* formula...**Reduce what it takes to succeed to a daily dose. Do that amount every day. Sounds simple, it is simple.

81. **Evaluate yourself every month...**Your presentation, your sales, your personal goal achievement, your education, and your attitude.
82. **Do it down to the last detail...**Too often salespeople ignore details - and fail.
83. **Gain the ability to make effective decisions...**Which means taking risks. Don't be afraid to be wrong -- it inhibits growth.
84. **The two acid sales questions...**Is this in the best interest of my customer? Is this in the best long-term interest of my company? If yes, do it.
85. **Make it easy for anyone to do business with you...**Fill out the forms yourself.
86. **Do something non-business with a customer...**A meal, sporting event, or theatre tickets help turn customers into business friends. People buy from friends.
87. **Get others business...**A powerful relationship builder and implied position of obligation. Help people build their business, so you can earn yours.
88. **Don't keep score...**Use every resource at your disposal to help others...If you don't measure (he owes me one), it will come back to you times ten.
89. **If it wouldn't make your mum proud, don't do it...**Take pride in yourself, your company and what you do. Be an ambassador at all times.
90. **Don't force the sale...**It usually turns out to be a big hassle.
91. **Keep physically fit...**It will improve your performance by 20%.
92. **Get unsolicited referrals on a regular basis...**Ask yourself: *Have I done what it takes so this person will refer me to someone else?*
93. **Do it passionately...**Do it the best it's ever been done. Give the best effort you have -- every day.
94. **Be memorable...**In a creative way. In a positive way. In a professional way. What will they say about you when you leave? You are responsible for the memory you leave.
95. **Resign your position as general manager of the universe...**Before you interfere with everyone else's problems, solve your own first. People in tin houses shouldn't throw can-openers. Butt out.
96. **Get great at everything you do...**Be known as the best.
97. **Speak in public...**It will help you improve presentation skills and position you as an expert. Join a public speaking course.
98. **Get involved in your community...**Give back a portion of what is provided to you.
99. **Find mentors and use them...**If you have desire to succeed, others will help you. Just earn the right to ask.

100. The best way to learn to be successful is hang around successful people...Hang around with the best salespeople you know. Avoid people who are not.

101. The biggest obstacle to your success is you...You have been given a bag of cement and a bucket of water -- You can either build a stepping stone or a stumbling block. The choice is (and always has been) yours.

The 101.5 characteristic is the most important of them all - Have Fun!...You will succeed far greater at something you love to do. Doing something you enjoy will also bring joy to others. Happiness and enthusiasm are contagious.