

How I Raised Myself from Failure to Success in Selling

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Ideas That Lifted Him Out Of The Ranks of Failures

- Force yourself to act enthusiastic and you will become ...
- The business of selling is narrow down to one thing i.e. ...
- If you want to overcome fear and develop courage and self-confidence rapidly join ...
- If you are having trouble getting yourself organised, there is only one way i.e. take more time to And do things in order of their importance

Formula for Success in Selling

- Find out what the prospect wants, then help him find the best to get it
- Only one way to get anybody to do anything – making the other person
 - When you show a man what he wants, he will move heaven & earth to get it
- Ask questions vs positive statements

Formula for Success in Selling

- Find the key issue, the most vulnerable point, then stick to it
- The most important word in selling: ???
- To find the hidden objection, ask why and in addition to that
- Magic in selling – good li.....

Ways to win & hold confidence of others

- Do you believe it
- Know your business and keep knowing your business
- “I will speak ill of no man”. Praise your competitors!
- Never exaggerate
- Bring on your witness
- Look your best

Making people want to do business with you

- First convince him that you are his sincere friend
- Smile, good-honest smile from down deep inside
- Remember names
 - Impression, repetition, association
- Be brief
- When you are scared, admit it

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Steps in the sale

- Selling the interview not the product
- To be a star in selling, know your fundamental so firmly in your mind. Write your sales talk word for word. Keep on improving it. Drill..drill..drill
- Dramatise.. Let the customer perform
- Never forget a customer, never let a customer forget you.
- If you take care of your clients, they will take care of you
- New customers are the best source of new business. Follow up referred lead while they are sizzling hot. Report back to referrer

Don't be afraid to fail

- Abraham Lincoln
- Don't worry about what people may think
- Thomas Edison
- Keep going each week, each month you are improving
- Frank Bettger's secret of success
 - Enthusiasm
 - Self-organisation

Take one thing at a time