



MOTIVATED TO SELL

Get it done, relearn the sales process

Motivate yourself
with knowledge

By ALAN TEST

Selling is a process just like any other human endeavor. People who are successful at selling are those individuals who do the things that need to be done. You can learn to sell only if you're willing not only to take the time to gain the knowledge, but also to make the effort to put that knowledge to work. Your ability to increase your selling skills is limited only by your own priorities.

There are so many aspects to the sales process. Develop a framework to follow as you learn how to sell. Keep these eight words in mind during your sales work: Communication, identification, education, manipulation, enthusiasm, persistence, use and assumptions.

Communication

A professional salesperson practices good communication skills. These skills include both talking and listening. A good communicator is someone who hears and listens to what the other person is saying. A good communicator is also able to speak in a way that is understandable and clearly conveys the intended message.

Identification

Using correct communication techniques will permit you to identify the products and services which your prospect can use. This is done by asking questions and providing information that enables your prospects to understand your product or service, and what it can do for them.

Education

You need to educate your prospects so that they fully understand what it is you're trying to sell and how it will help them. You know better than anyone else how your product or service works and how it can help your prospects. Be a good teacher.

Manipulation

Always help people buy products and services they really need and want. Don't try to build a successful sales career on slick slogans and manipulative presentations. People buy for many different reasons. Your job is to

find out those reasons and then to provide the appropriate product or service.

Enthusiasm

Nobody wants to buy from you if you're not enthusiastic about your presentation. Are you enthusiastic about your product or service, and about helping your prospects fill their needs and solve their problems? If you're not excited about what you're selling, why should your prospects have any interest?

Persistence

Good salespeople are persistent. Very few field sales are made on the first call. Many of your best sales and most satisfied customers, will come only after three or more calls. Persistence shows that you're interested in your prospects and that you're a salesperson who will work for their business. Successful businesspeople work hard to achieve success. They appreciate a salesperson who is willing to do the same.

Use

Always seek the end use of your product or service. Every product and service has an ultimate use for the prospect. Nobody just buys a fax machine. A

businessperson buys the means to rapidly send important information that will increase profits and maintain competitive position. Finding your product or service's end use will help you provide your prospects with benefits and solve their problems.

Assumptions

Never make assumptions unless you're willing to miss a sale. Don't be like the salesperson who didn't try to sell me a sports car (which I was eager to buy). I went into the dealership with my eight-year-old daughter and the salesperson assumed we were out on a Sunday afternoon outing and the family sedan in which we arrived was all I would be driving for several years. I went back later and the salesperson confirmed that he had made that assumption. The "real" facts were that I was divorced at the time, and I was showing my daughter (who was visiting me for the weekend) the car I wanted to buy. I bought the car a week later from another dealer. Don't assume! ■