

8 simple steps to Successful Selling

1

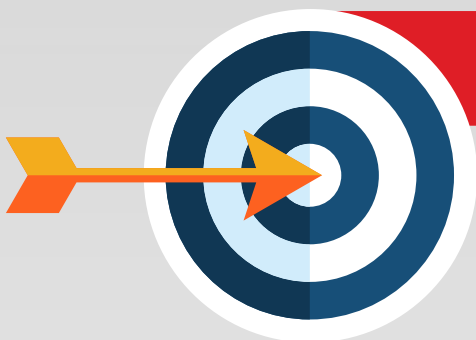
Do your research

Know your product, your customer and the background to the relationship.



2

Set objectives



- Have a clear objective, but prepare alternatives and fallbacks.
- Then look for other customers for your product.
- Finally look for other products for your customer.

Buddy



3

Ask questions

Try answering a question with a question to keep control...



Alex

"What sort of website traffic are we looking at?"

"Well of course, why does anyone advertise?
I want people to see it, don't I?"

"Who do you think? The influential people in industry!
Go getters, high Fliers..the jet set. People like me!"

"Well... is the amount of traffic
all that important?"

"What sort of people?"

"So it's the quality of hits you're really
after, not just the number of hits?"

★ **Bingo!** ★



4 Put yourself in their shoes

Explain the benefits of a product and relate them to a customer's needs.



5

Overcome objections

Don't panic! An objection can often be a buying signal. Give compensating factors.

"Yes, an electric van isn't fast, but you will save money on fuel."



6 Look for buying signals

"It really does look good."

"I suppose nothing that's any good ever is cheap."

"We've had trouble with other suppliers over that in the past - not with you."



7

Ask for the order

If you don't ask, you won't get.



8

Shut up!

Once you've got the sale, keep your mouth shut! Don't invite new objections.