

**Advanced Selling Strategies**  
**Sales Ideas, Methods and Techniques of Top Salespeople**  
**Brain Tracy**

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## **The winning edge.**

### **Self-concept: how the best see themselves.**

It is not because other salespeople have 100% more sales than you that they are 100% better than you. The only difference is that they have a winning edge putting them at the top. Since sales performance is 80% mental attitude, this winning edge is psychological.

In order to gain that psychological winning edge, you must change the way you think of yourself and the world around you.

Your self-concept is based on ideas, fears, doubts, opinions and values acquired throughout your life.

A self-concept consists of three parts:

- Self-image ( how you see yourself )
- Self-ideal ( how would you like to be )
- Self-esteem ( how much do you like yourself )

You have to see yourself as one of the top salespeople and think like them. See yourself as:

- Self-employed: you're your own boss.
- A consultant: you identify and solve customer needs
- A doctor: act in the best interest of your 'patient'.
- A strategic thinker: know what you want to accomplish.
- Results-oriented: choose action that will lead to results.
- The best
- A practitioner of the Golden Rule: Sell unto others as you would have others sell unto you. Be honest, ethical, understanding and thoughtful.

Prepare yourself mentally.

**The seven Mental laws of Selling.**

1. Law of cause and effect: all events occur because something caused them to occur.
2. Law of compensation: you get out what you get in.
3. Law of control: you feel good about yourself if you are in control of your life.
4. Law of belief: whatever you believe, with emotion, becomes reality.
5. Law of concentration: whatever you dwell upon grows and expands your life.
6. Law of attraction: nothing succeeds like success.
7. Law of correspondence: your outer world is a reflection of your inner world.

**How to make success happen.**

You can make success happen by :

- Taking full responsibility for yourself. Don't blame others. Don't make excuses.
- Interpret things that happen in a positive way.
- Stay committed to excellence.
- Be persistent.
- Keep your integrity.
- Give thanks: gratitude reflects a positive, optimistic person. That is how the world will see you.

Remember the 'Schwarzenegger Effect' : working long and hard gets you fit. Remind yourself every day what you must do and how you must think to be a success.

Think about your values ( what are you standing for ), create a vision ( imagine the ideal future ), write a personal and business mission statement and analyze your situation ( evaluate your career and personal life ).

## **Prospecting: think before you act.**

Prospecting is a demanding part of selling and doesn't forgive mistakes. Ask yourself following questions :

- What exactly do I sell? Customers are looking for ways to solve problems or improve performance, not in buying products or services.
- Who are my ideal customers?
- Why do my customers buy? What are the tangible or intangible benefits they receive from your product or service?
- Where are my prospects?
- When do my customers buy?
- Why don't my customers buy?
- Who are my competitors?
- Who are my non-customers?

### **The 3-3-3 Analysis.**

Formulate 3 answers to each of the three questions:

1. List three reasons why someone should buy your product rather than from another company.
2. List three reasons why someone has decided to buy your product or service rather than from another company.
3. List three reasons why someone should buy your product or service from you personally rather than another salesperson.

### Getting a meeting: don't insist, persist.

You're on the phone trying to get a meeting and the prospect is probably trying to avoid one. Prepare yourself to answer typical questions prospects will be asking you :

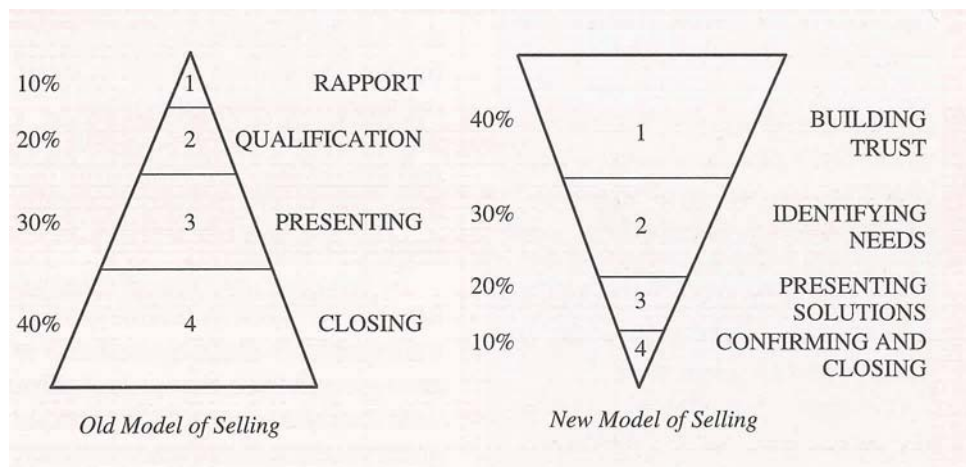
- Why should I listen to you? Describe quickly and clearly the benefit or result of what you are selling.
- What is it? Answer: ' That is exactly what I'd like to meet you about. You can judge yourself whether it's interesting for you'.

Communicating in this way you put no pressure and you put the prospect under no obligation. Stay courteous, respectful but firm and you should be able to get 'just 10 minutes'.

### Face-to-face : first, build trust.

You must overcome your fear of rejection. But know that customers also have a fear: the fear of failure, of making a mistake, of paying too much, of making the wrong decision.

If you want to convince customers to buy, you must convince them that the risk is low. You can do this if customers trust you.



Selling as a process can be broken down in four steps. Compare the old model with the new model. 70% of your time should be spend on building trust and identifying customer's needs.

## **Mega-credibility: the key to trust.**

More than credibility is needed for long-term relationships. Following contributes to your mega-credibility:

- First impressions.
- Corporate credibility.
- Social proof: testimonials and lists of satisfied customers.
- Outside authorities and experts.
- Guarantees.
- The product : satisfying the exact need.

## **Identify problems and present solutions.**

### **Identify customers' problems.**

Customers don't like to highlight their weaknesses , so they will not volunteer their problems to you. Also customers are not aware of the possibilities of your product or services.

Your only technique :

- Situation questions: the customer's current situation. What product or service are you using. Are you satisfied?
- Meaning questions: ton pinpoint exactly how a problem affects the customer. What does the problem means to you? How much does it cost you?

### **Present solutions: show, tell and ask.**

In this stage you show customers how your product or services solves their problem. But before you start you have to be sure to confirm with your customer the identified goals or problems. Pinpoint his concerns and desires exactly.

The basic presentation formula is summarized in three words: show, tell, ask.

Show the product features, tell what benefits the features brings and ask if whether the benefit is interesting to him. Use the power of suggestion. Talk 'past sale', for example:' Your staff will be very happy with .....'. It helps the customer visualize the benefit of the purchase.

## **Questioning words.**

- Feel: 'How do you feel about that?'
- Think: 'Do you think this will be better?'
- In your opinion: 'In your opinion, is this the best product to solve your problem'. Lock people into their answer.

## **Why customers buy.**

### **The rational reason to buy: improvement.**

You have to convince that the buyer will be better off after they bought your product or service.

But some salespeople make the mistake by explaining to the customer what the product is. They forget to stress on what the product will do to the customer.

Look at your product or service: what does it do for the customer?

### **Emotional reasons to buy: hot buttons.**

People are emotional in everything they say or do, so buying is emotional. The final purchase decision will be influenced by emotional reasons.

Press emotional buttons:

- Green buttons: trigger positive emotions such as pride, happiness and security.
- Red buttons: trigger negative emotions such as fears, angers and uncertainties.

You'll find these buttons by drawing out through questioning the emotional concerns of your customer.

Look for the hot button, the button most highly emotional as a reason for purchasing by asking one of following questions:

1. If you were ever to buy this product, what would you want it to do for you?
2. What would you absolutely have to be convinced of for you to go ahead?
3. If this product and service were free, would you take it?

## **Closing: making the sale.**

The question of price will arise early in almost every sales conversation. Defer the question of price until after the main body of your presentation.

So before closing you have to face the price objection again. But remember that price often is not the real objection. It is just an easy way and quick way to reject sales proposals.

Find the real and maybe legitimate reason. But if the price is really the issue then you must be able to show that although your product is priced higher than the competitor's, the value is also higher.

## **Objections: good news for sales.**

Objections are a sign of interest and reveal which areas the prospect is most concerned about. Prepare in advance solid answers to the different categories of objections. But always be sure on the fundamental concern.

Remember: 'If there's no solution, never mind it'.

## **Close with no or low pressure.**

Don't be manipulative, don't exert undue pressure or don't use techniques and tricks to make a customer doing something against their best interest.

Confirm with the customer one last time that there are no more objections and then use one of the following to close:

- Invitational close: 'Try the product'.
- Directive close: don't ask the customer to decide yes or no, assume it is yes and give a plan of action.
- Alternative close: assume he has decided to buy and give him/her a choice.
- Secondary close: a small decision first.
- Authorization or ultimate close: take out a contract and invite to sign.
- Order sheet close: take out an order sheet and begin to fill it in.