



IT CLICKS. BUSINESS AT THE SPEED OF A CLICK.

SUCCESSFUL SELLING FOR SMALL BUSINESS



As you do for your business operations, hire the best people for your sales efforts. They must have the vision. You have to hire surrogate bosses, responsible, thinking people who are able to move fast, take risks and make judgments that would be similar to yours. This is vital. Hire people who think as you do.

Sales must be led by the chief executive. The executive must always be involved as the face of your company.

Other staff, except very junior people, should also be responsible for bringing in business. This should be made clear during the hiring process.

You should also hire a full-time sales person to augment others doing sales. Most likely others doing sales have additional duties along with their sales responsibility. The sales person in a small business should report to the President.

You should also train the best sales force. The top executive needs a super sales force, trained according to their own specific needs.

In sales, you must visualize. If in your mind's eye, you see a successful venture, a deal made, a profit accomplished, it has a superb chance of actually happening. This is very true in sales. Projecting your mind into a successful situation is the most powerful means to make a sale. If you spend time with pictures of failure in your mind, you will orchestrate failure.



Table of Contents

1. [Types of Buyers](#)
2. [Results](#)
3. [Wins](#)
4. [Sales Phases](#)
5. [Getting the Sale](#)
6. [Selling Tasks](#)
7. [Questioning](#)
8. [Calling](#)
9. [Appointment](#)
10. [Meeting](#)

**TIP**

All employees who do sales should do sales according to the President's vision – goals, points to get across, service and quality. Same message about the company should be taken to the market, so a consistent message is given and becomes known by your market.

In business and sales, you have to make the mistakes to learn. You're allowed to make a mistake. But, you should learn from your mistake, so you don't do it again.

Get your sales message out quickly. Let your prospective customer know that you are able to help them get their job done, to solve a problem. Tell your story with enthusiasm. Always look for things that should be changed and done better the next time. We learn too much, every day, to be satisfied with yesterday's achievements.

Remember that sales are a contact sport. You have to do it to ensure your business will survive and grow.

It is "not pushy." You must separate yourself from your business. Business doesn't have a gender. Demand the finest quality in service and performance and in sales, too.

You must deeply believe that what you are selling is something that will help your prospective customer; a real solution to their need.

Remember that you are a problem solver. You must act like you care about the person you are selling to. You need to tell yourself that "I'm going to help this person solve this problem." It is not important that you are liked, simply that the customers believes that you can solve their problem.

When it comes to the cost use good strong words. Don't hem and haw about a price. Say it or say a range from \$ to \$\$\$. Set the price.

Different people have different wins. Figure it out; how to win this sale. Say it as long as it is an honest statement. Do it as long as it is moral.

Learn to say no in sales. Along with divide and rule comes saying no. Saying yes all the time stems from a childish desire to please and be loved all the time. Executives must say no to inferior service, performance and ideas, no to those who seem to be making a mistake. Sometimes this is difficult.

What others call tough, I call persistent. If you know you're correct, you must be firm and not bow to pressure. Too often women are taught as little girls that sweetness is more valuable than persistence or stubbornness. Little boys are taught to win. Persistence and being tough make for success. Anything can be done, if you're certain it's right and you stay firm. If you are a woman, remember that you can be feminine and assertive at the same time.

You also need to break down barriers. Walls between people are not conducive to sales, i.e., offerings of food have been breaking down barriers for centuries. Only use this method when you feel you can get the sale this way. Informality can be a wonderful barrier breaker.

When it comes to sales, there are several things to consider with each sale and buyer –

1. TYPES OF BUYERS

Buyers' influences are –

- economic: frees up dollars or adds to profits or cash flow
- technical: screens out
- user: judges impact on job
- coach: guides me on this sale

2. RESULTS

When selling, your buyer wants one of these three results –

- impact of the purchase on business process
- tangible, measurable, quantifiable
- corporate

Type of results wanted by a buyer –

- economic – low cost, good budget fit, ROI, financial responsibility, increased productivity, profitability, smooth out cash flow, flexibility
- technical – specs best and product meets their need and specifications, delivery timely, best technical solution, discounts / low bids / price, reliability
- user – reliability, increased efficiency, upgrade skills, fulfill performance requirements, best problem solution, do job better / faster / easier, versatility, superior service, easy to learn / use
- coach – recognition, visibility, get strokes, make a contribution, be seen as problem-solver

3. WINS

People have three needs to gain from a sale. Without one of these, you will never make a sale –

- fulfillment of a promise
- Tangible, measurable, quantifiable need
- personal

4. SALE PHASES

To get a sale, you can't rush it; you have to address these three scenarios first –

- getting information
- giving information
- winning commitment

5. GETTING THE SALE

Three important considerations to get a sale are –

- discrepancy between where is now and where wants to be
- importance of the sales item or task
- solving a problem – avoid future problem

6. SELLING TASKS

There are two important tasks to complete based on a concept of what a person wants or needs –

- first: concept, what customer thinks the product will do, their perception
- second: relate sales item to the concept that the customer wants

7. QUESTIONING

It's good when a prospect or customer asks questions; it means they are interested. Generally they asks questions for –

- confirmation (to verify results needed / problems, data accurate)
- new information (to update, fill in gaps)
- attitude (discover attitudes / values)



TIP

For each statement or question, develop a similar one that matches what you are selling.

8. CALLING

When you call someone, be very considerate; say –

- Am I interrupting anything right now?
- Is this a good time for you to talk?
- May I have ten minutes now or would it be better for you if I called later?

9. APPOINTMENT

When requesting an appointment to meet the first time, say –

- I'd like to see you next week to discuss our services / products. I believe we might help you gain a 15-percent decrease in your production costs.
- Is there a time for you that's better than Friday? Tell me what the better time would be?

10.

MEETING

To confirm a meeting, say –

- Is this still a convenient time for you to give me about half an hour?

If they say they'd like you to send them a proposal, say –

- I'll be happy to do that.
- What will the next step be when you receive it?

If you are following up on a proposal, say –

- How do you feel about the proposal?
- How can I improve it to make you feel more comfortable?
- We can begin your program next month. Will that be a good match for your schedule?

If they want to know your unique strengths, or if you get a chance to talk about what you do best, say –

- We are the only ones who will give you. . .
- We are different because of past successes. We can provide testimony to our effectiveness from ten satisfied customers.