

MASTER SALESMANSHIP™

The Sales Success Formula

By Patrick Snow, Author of *Creating Your Own Destiny*



Over the course of 10 years, I have interviewed thousands of employees from all walks of life (many in the sales and marketing fields). What do these people say they want? More time, more money, more freedom, more health, more love, and more happiness in life. Salespeople are no different. We all want these same things.

The good news is that salespeople are in a particularly good position to claim these things. From my research, I believe that the best way to become wealthy in America is to own and operate your own business. The second best way is to be a salesperson. The sales profession is one of the only jobs without a limit to the amount of money that you can earn. Think about that for a second. When you find that right sales position, all you need to do is to dream, plan, and execute and your sales career will soar.

The key question, of course, is this: How can a salesperson get more out of life? I have an answer that has helped many people: Utilize what I call the Sales Success Formula.

Be Cautious Of Your Biggest Obstacle

Before we discuss the Sales Success Formula, it's important to

understand that your biggest obstacle or competition isn't another company, it's not another salesperson, but rather your own mind. Your mind can either help you or hurt you depending on how you have programmed it to think. Rather than focusing on doubts, or reasons why you might not succeed, you must learn to believe and trust in yourself and in your unique passions.

Try To Set Small, Obtainable Goals

The best way to learn how to further believe and trust in yourself is to set small, attainable goals and objectives for you to follow daily. As you execute your daily game plan and accomplish these objectives one by one, over time you will learn that you are capable of overcoming your obstacles and self-doubt. You will find yourself capable of achieving even more elevated, ambitious goals. This is how to build internal trust and belief.

Once you have conquered self-doubt and won the mind battle, you will accomplish all in life that you can envision. Your mind will ignite a fire in your heart to execute your plan by taking actions in pursuit of your goals. As you experience this, you will become an unstoppable force of power fully capable of achieving more success and freedom



than you could have ever imagined. You will literally rise to the top of your organization and become the person you've always wanted to become.

The Formula

Now that you understand the power of your mind, it's important to analyze why people purchase goods or services from one organization but not others. If you ask buyers why they awarded a contract to one company and not another, you quickly will learn the key: relationships. People buy from people they like (friends buy from friends). It is that simple. If you want to make more sales, develop more solid relationships. The salesperson who is best at developing relationships will ultimately produce the biggest results, period.

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The Sales Success Formula

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To develop more solid relationships, I suggest that you use what I call the Sales Success Formula. The success formula is this:

Trust (T) + Respect (R) + Need (N) = Sales (\$)

Like every formula, each part must occur to reach the ultimate goal, in this case sales. Trust is absolutely crucial to close sales. Your prospects may respect your company, and they also may have needs, but if they don't trust you as a person, they will never buy from you.

A Matter Of Trust

To build trust, you must show the buyer that you care about his or her success. When buyers learn how much you care about the success of their organization, they will trust you. The best way to earn this trust and respect is to make sure you let the buyer speak 90 percent of the time, and you only speak 10 percent of the time.

Another way to build trust in the relationship is to ask buyers about their interests, outside activities, etc. Questions can include those about their commute, their working conditions, their family and children, and their hobbies. The major purpose for asking these types of questions is to give you a better idea of the buyer and his or her personality.

In certain selling situations, you can base how you will approach a client on how he or she responds to simple questions about his or her life. This is especially true of a client who has a landed place in an organization. He or she is the type of person who will always be your contact throughout the length of your relationship with the parent company.

Don't Neglect Respect

Respect is another key component to this equation. It's possible to trust someone and not respect them for whatever reason. The best way to follow up on

action items as promised by responding in a timely manner. Also make certain that you show up on time for all appointments or call if you are going to be late. Finally, always demonstrate to prospects that you value their business.

Unearth The Need

It is extremely important to qualify need as quickly as you can in the sales cycle because without need (regardless of how much trust and respect you have established) you will never be able to close the sale. To discover prospects' needs, ask them if they are in the market for your product or service. If they won't tell you, find others within the organization to see if they can advise you of their needs.

All too often, salespeople forget to ask if there is a need. Buyers could have all the trust and respect in the world for you and your organization, but if they don't have the need, they will never buy! If this is the case, move to the next prospect and then qualify his or her need prior to building the relationship.

Conclusion

To become the top salesperson in your organization, utilize this success formula to develop solid relationships based on trust, respect, and need. To make this happen, execute your game plan daily and don't take rejection personally. The word "next" is the most powerful word in this field.

If you implement and follow this formula (T+R+N=\$), you will become unstoppable and earn more money than you could have ever imagined. This increased income will ultimately help you get more out of life!

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Questions & Answers

Q: A buyer gives me a verbal order and then claims that I wrote it up incorrectly and shipped the wrong material. I don't think I made the error, yet I don't want to put my customer on the spot. How do I handle this situation?

A: I'm sure you don't want to hear a Monday-morning quarterback's advice like, "Never take a verbal order." It's a good rule, but most salespeople have to break it at one time or another. I've seen signs posted in sales rooms that say, "No Verbal Orders" and "Written Orders Only" to prevent experiences like yours. You have two possible recourses:

The first is to try to sell the buyer on accepting the order as written. Since the situation is already controversial, you have to ask the buyer to help you out of a tough spot. If the buyer feels that you sincerely want to spare both parties from any problems, he or she may agree to compromise. However, if the buyer cannot possibly use the merchandise involved, you must choose the second option and change the order to his or her satisfaction.

When the buyer is a good customer or a potential good customer, the way you handle this situation could result in future business and be worth more than the immediate loss or inconvenience. Even when you are convinced that you are right and the buyer is wrong, you have to swallow your pride and handle it in a tactful and professional manner. ■

