

Preface

Selling is a great profession. However, it is a profession to which many are called and for which few are chosen. What exactly does that mean? Simply this.

There are lots of salespeople. However, there are very few real sales professionals—people who are well compensated, deliver great value to their customers, and experience long-term career success year after year.

This book could help you join the ranks of the great ones. But whether that happens is totally up to you. As you'll discover, sales is a science that, when practiced correctly, becomes an art form. However, not everyone has the talent to be a great artist. Unfortunately, the same is true for sales. Successful selling requires work, study, diligent practice, and endless hours of work.

The unanswered question is simply this: how hard are *you* willing to work? No strategy, tactic, technique, or principle in this book will work unless you work. The challenge is yours. This book is now yours. Now it's time to make its content yours, too.

However, here's the real secret. The things that will make you successful in sales are not for sale. They are already inside of you. Now you must decide whether or not to let them out. That choice is yours.

Why Read This Book?

Whether you are a rookie salesperson or a seasoned professional, there are ideas, concepts, strategies, and tools in this book that will help you propel your career to the next level.

The contents have been honed through over 30 years of sales, sales management, executive sales, training, and sales coaching experience with hundreds of thousands of sales professionals worldwide.

Whether you sell small- or big-ticket items, a product or a service, business-to-business or business-to-consumer, there are hundreds of ideas in this book that can prove to be invaluable to your sales career.

But action is important. Don't take the ideas and just think about them. Take them to the field and apply them. Sales ideas that stay within the pages of a book are worthless. Sales strategies are things to be used daily—to be tested, modified, adapted, or changed as needed in order to make them fit your unique situation.

Overview of the Book

In the first chapter you'll be welcomed to the world of 21st-century selling and learn what real, professional selling is all about. You'll also learn the two biggest mistakes that salespeople make that can derail their careers, followed by the 20 biggest errors to avoid in sales. You'll then learn the seven universal sales rules that can guide your sales career to greater success.

Chapter 2 will reveal the sales profession's most important success secret. You'll also learn how to identify qualified prospects, master the power of understood needs, and learn the big difference between being trusted and simply being liked. You'll read about authority and ability to purchase, urgency, positioning, timing, and the six principles for selling. You will also learn about the powerful IMPACT Selling System™.

Chapter 3 will position you better to understand the power of focus and how to clarify it. You'll learn how to develop your

sales philosophy and how to leverage your time, talent, resources, and advantage. You'll also have the opportunity to do an audit of your personal sales talent.

In the next chapter you'll master the power of personal positioning, learn 10 ways to position yourself more effectively with your prospects and customers, and the six ways you can misposition yourself, along with how to avoid those fatal six mistakes. You'll discover how to position yourself as an expert and you'll get tips for dress, style, and image as we discuss the powerful role that your self-image plays in positioning you for success.

The fifth chapter will differentiate between suspects and qualified prospects. It will also delve into niches and segments to better enable you to understand your market. You'll discover powerful qualifying questions, how to maximize your opportunities for success, how to stay organized, the six things you need to know about your prospects, how to organize yourself for success, and much, much more.

Chapter 6 is all about pre-call planning, one of the most overlooked and misunderstood areas in sales. You'll learn how to research your prospects and customers, how to develop internal support, how to review your resources, and how to complete your pre-call checklist. You'll uncover how to mentally and physically prepare yourself for every sales call. You'll learn how to confirm opportunities and how to guarantee that you are ready 100% of the time for every one of your sales presentations.

The next chapter will tell you exactly how to engage customers and prospects face to face. You'll learn how to build trust and rapport and ensure that you will meet every prospect on an equal footing. You'll also learn how to reduce tension, how to be a good guest, and how to move smoothly and easily into your presentation. You'll also learn how to transition to the heart of your presentation in a way that guarantees your prospect will be comfortable with you and mentally prepared to deal with your presentation in the most effective way.

In Chapter 8 you'll learn the power of questions that make the sale. You'll be exposed to the fatal flaw in selling and exactly

how to avoid it. You'll read and learn how to be a better listener. You'll also learn the nine things to avoid when asking questions and exact ways to develop questions. You'll also be provided 14 questions you'll be able to ask your prospects no matter what you sell. This chapter will also provide you with the simple, yet most powerful word salespeople anywhere can ever use.

Chapter 9 will tell you precisely how to present your product or service in a way that addresses your prospect's greatest need, want, or desire. You'll finally learn what value really is and how you can deliver it 100% of the time. Among other things, you'll learn how to avoid price issues, how to stress the right benefits, and exactly how and when to present price. You'll also learn exactly how to deflect the age-old "Your price is too high" objection.

You must convince your prospects that your offer is their best option. In Chapter 10 you'll learn exactly how to do this in unique and different ways. It's as simple as this: if your prospects don't believe what you say, they won't buy! You'll learn how to ensure that your prospects will believe and act upon everything you say.

In sales, if you can't finalize transactions, you'll fail. It's really that basic. In Chapter 11 you'll learn powerful, proven, yet simple ways to get to the sale—and exactly how to do it in ways that are not heavy-handed, manipulative, or lacking in integrity.

Sustaining self-motivation and sales momentum is truly an inside job. It has to occur within you. Nobody else can make that happen. The final chapter will reveal to you the 10 most powerful ways that you can stay at the top of your sales game forever. It will tell you how you can be a real sales champion.

Special Features

The idea behind the books in the Briefcase Books series is to give you practical information written in a friendly, person-to-person style. The chapters are relatively short, deal with tactical issues, and include lots of examples. They also feature

numerous sidebars designed to give you different types of specific information. Here's a description of the boxes you'll find in this book.



These boxes do just what their name implies: give you tips and tactics for using the ideas in this book to intelligently manage the sales process.



These boxes provide warnings for where things could go wrong when you're planning and dealing with sales situations.



These boxes give you how-to and insider hints for techniques professionals use to create the mutually beneficial relationships that lead to sales success.



Every subject has some special jargon, including this one dealing with sales techniques. These boxes provide definitions of these terms.



It's always useful to have examples that show how the principles in the book are applied. These boxes provide descriptions of sales principles in action.



This icon identifies boxes where you'll find specific procedures you can follow to take advantage of the book's advice.



How can you make sure you won't make a mistake when you're dealing with a prospect? You can't, but these boxes will give you practical advice on how to minimize the possibility of an error.