

The Art of Selling

Strategy 1: **PREPARE** with Professional Sales Techniques.

Tip: **Educate, focus, and prepare yourself.**

- ✓ Learn the sales process.
- ✓ Know how to use the process.
- ✓ Gain confidence with mental preparation.
- ✓ Prepare your professional sales tools.
- ✓ Keep the end in mind.

Tip: **Develop a strategic plan.**

- ✓ Discover your prospect's desires.
- ✓ Focus on the prospect's main concern.
- ✓ Prepare yourself completely.

Tip: **Understand selling tactics.**

- ✓ Build toward the close.
- ✓ Learn when to close.

Tip: **Customize your tactics.**

- ✓ Tailor the close to the prospect.
- ✓ Practice your customized close.
- ✓ Get feedback and improve your close.

Strategy 2: **MAKE** the Sale.

Tip: **Act on buying signals.**

- ✓ Understand the "psychological period".
- ✓ Recognize ready-to-buy signals.
- ✓ Respond to buy signals with proper timing.
- ✓ Maintain posture and respect.
- ✓ Perform under pressure.

Tip: **Test with trial closes.**

- ✓ Know the difference: close or trial close.
- ✓ Send up a test balloon.
- ✓ Use proven trial closes.

Tip: **Commit the prospect to action.**

- ✓ Pick your close.
- ✓ Enjoy asking for the money.
- ✓ Let the silence sell.

- ✓ Listen effectively.
- ✓ Expand your closing repertoire.

Strategy 3: CONFIRM the Sale.

Tip: Anticipate challenges.

- ✓ Prepare for all possibilities.
- ✓ Build on the past, prepare for the future.
- ✓ Keep your operating tools ready.

Tip: Overcome objections.

- ✓ Evaluate your preparedness.
- ✓ Obliterate objection fears.
- ✓ Answer objections successfully.

Tip: Finalize the sale.

- ✓ Don't talk past the sale.
- ✓ Finish and follow through on details.
- ✓ Make tomorrow's sale today.