



SELLING TO WIN IN BUSINESS

Selling To Win In Business

Notes from Adam

Sales is the bloodline of any business. Without any sales there is no business, so refining your selling skills is crucial to ensure you have a long living and prosperous business. In this booklet you will find the tools and techniques you need to make more sales. A lot of time and effort has been poured into this learning tool and I'm excited for you to start getting results with it. Everything in this book is implemented into my businesses and has proven to be invaluable.

Enjoy...

Adam Stott



Curing Your Sales Related Problems

Chapter 1

Curing your sales related problems

Before we delve into different selling methods and techniques you need to think about what is holding you back and hindering your sales. You need to identify what your main obstacles are in order to revitalise your sales process. Here are some examples and how to cure them.



1. Fear of rejection

Prognosis: Fatal for business growth

Treatment: Put yourself out there more. Being rejected more will make you fear being rejected less. Make this a habit and understand the more you hear the word no, the closer you are to the yes that you desire. Success in business is never easy and rejection plays a part, if you are not getting rejected you are frankly not speaking to enough people! So put yourself out there, understand it is not personal and refine your pitch from the clients that say no by asking for feedback.

2. Fear of failure

Prognosis: Paralysis by lack of action

Treatment: The fast way to attract failure is to fear it. Have a winning mindset, don't think about failure. Failure does not come to those who win because the focus is only on winning which means you will do whatever it takes! Change your focus and change your results, the only failure is not knowing what you could have achieved because you were paralysed by fear. You can do this and know that we believe in you and if you start to believe in yourself the results will follow.

3. Fear of losing yourself

Prognosis: Will lose your best self

Treatment: Change your mentality around sales, you do not have to become a pushy person to sell. Sales is about persuasion and influence. If you are being pushy you aren't selling properly.

Curing Your Sales Related Problems

Chapter 1

4. Fear of non delivery or over promising

Prognosis: No pipeline, bad cash flow, stress related issues

Treatment: Many sales are closed before the product or service is delivered, understand that you build your clients and sales first then your business infrastructure second, first find the clients and the sales, then envisage the changes you may need to fulfil the orders, be that hiring new staff or buying in more stock for example.

5. Fear of disturbing someone

Prognosis: Lower sales, dissatisfied clients, poor performance, wasted money and time

Treatment: You must remember clients want and need your solution so it's no disturbance as you are helping them. Think about your clients actions if you do not follow up, more than likely they will go elsewhere and purchase a product or service not as good as the one you offer, so you owe it to your client to follow them up and stay engaged with them.

6. Sales prejudice

Prognosis: Missing opportunities

Treatment: Every opportunity has potential to be a sale. You do not know someone's full situation so do not judge if they will buy from you or not, build a relationship with them instead and actually find out, business is all about relationships the more good relationships you have the more successful you will become.

7. Blame culture

Prognosis: Missed potential

Treatment/Cure: If sales are not what they should be, accept that it is your responsibility in order to learn from it. Train yourself and constantly improve.

The 8 Sales Basics

Chapter 2

The 8 sales basics

Part of the preparation for selling is to make the sales basics second nature to you. Some may seem obvious but many sales people forget these and it can really make a difference to your results.

1. Always be on time

Being on time is crucial, no matter what industry you are in or who you are meeting with. If you say you will meet someone at a certain time and don't, it speaks for itself. It shows a lack of preparation and can completely destroy the trust between you and who you are meeting.

2. Look smart, dress the part

Always dress to impress. You have to look and feel the part. Being dressed formally shows that you mean business and that you are not there to play games. It also shows that you've made an effort for the client, if you don't dress properly it just shows your client that you don't care.

3. Manage personal circumstances

You have to learn to manage your own personal circumstances. A true sales professional has the ability to leave personal problems at home and get on with business. Not leaving those problems at home will cause emotional decisions that are made in haste and are often not the correct or logical thing to do or say. We want to keep emotions out of business.

4. Always call back

If you've told someone you'll call them, call them. If you have had a missed call, call them back. Not doing this will only frustrate the client.

The 8 Sales Basics

Chapter 2

5. Improve Client experience

This one is very simple: if you take care of your clients, they will take care of your sales. Improving their experience creates more repeat business and can make them fans who then introduce and recommend new clients to you. Think about how you can push the boat out for your client.

6. Always look to streamline the client experience

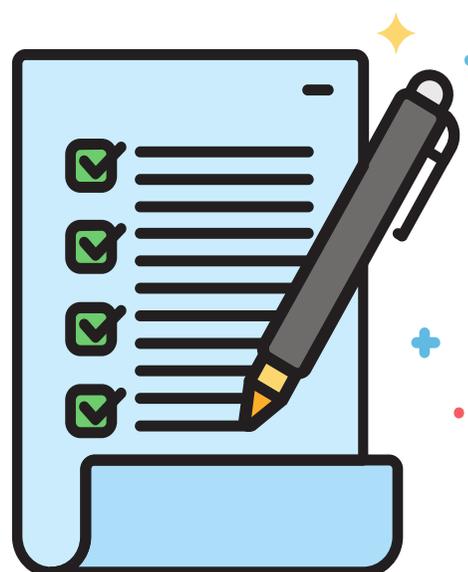
It doesn't matter if you are selling or delivering to your client you have to make it as easy as possible for the client. The simpler you can make the client experience, the more they will buy from you and the the happier your clients will be.

7. Prepare for appointments

As Benjamin Franklin once said "Fail to prepare and prepare to fail". Before you meet a potential client or business partner, it is critical that you prepare by making sure you know your target for the appointment and that you research who you are seeing. Look at their LinkedIn or Facebook page, look at their business website, learn as much as you can about the individual you are meeting and the company they are working for.

8. Keep good records

Sales people who do not keep their records tidy and organised will inevitably not sell as well as their organised counterparts. You need your client records well coordinated so that you can quickly figure out who you are talking with. People underestimate how important organisation is to sales but with good organisation you can really increase your productivity and consequently your sales.



10 Steps Of Selling To Win In Business

Chapter 3

Steps to selling to win in business

In this chapter we are going to look at the key assets and thought processes that make a great sales person. Training yourself to think and follow these steps will improve your sales.

1. A mindset of winning

- Expect to win
- Expect to get the result
- Expect to convert
- You need to sell yourself before you sell anyone else



2. An attitude that doesn't accept defeat

Having an undefeatable attitude is crucial to selling. Not allowing yourself to be knocked by defeat will make a huge difference in your business. A lot of business is lost due to giving up straight away, if someone says no to you the first time re-approach them at a later date. Persistence is vital to any business.

3. A deal making attitude that makes things happen

- Listening
- Spotting opportunities
- Present solutions

10 Steps Of Selling To Win In Business

Chapter 3

4. An organised approach that prioritises sales

Without focus on sales you will never increase them. Being organised in your approach to sales will help you utilise and maximise your resources. Without organisation, you are much more likely to waste time and therefore money unnecessarily.



5. A product range that gives your client flexibility

Having a product range that is flexible enough to give your client the option to buy from you helps you increase sales opportunities. You increase this flexibility by having products or services ranging from a low to high price point whilst having a cross sale.

6. A compelling confidence in your product

If you don't have confidence in your product why would anyone else? You must radiate confidence in your product. If people think you are even slightly doubtful of what you are selling, you will not be able to sell it to them.

10 Steps Of Selling To Win In Business

Chapter 3

7. An ability to adapt and read situations

With sales it's not one size fits all. You must adapt the way you sell to accommodate the intended client. Reading the situation can help you switch your selling tactics to improve your chances of making a sale. If you do not learn to read the situation, you will be losing out on potential clients.

8. Understanding that sales are the most important thing in business

Sales make money, money keeps your business alive. For that reason, you must understand that sales is the most crucial element of your business.

9. Know what you're really selling

You aren't selling a product or service. What you are selling is results. You aren't selling a haircut you are selling a fresh new look; you aren't selling a massage, you are selling relaxation. You are selling results and emotions, that's what people want to buy.

10. Listen and watch, do not tell

Watching and listening will help you to sell. Selling isn't telling. Remember, you have two ears and one mouth; you want to listen to your client and ask them questions about what they want. Finding out what it is they want to buy will help you sell.

Utilise Time For Sales Effectively

Chapter 4

Utilising time for sales effectively

Running a business is incredibly time consuming but you have to make time for sales, it is the bloodline of any business. Without sales there is no business. In this section we will look at six ways to leverage more time and maximise the time that you do use.

1. Document your time

If you are someone who feels like you have no extra time to spare for sales, you need to start tracking your time. Document your time, every 30 minutes you need to write down what you have done in that time. By documenting your time like this you can start to see what you are spending too much time on and where time it is being wasted.

2. Three hours a day on sales

Now you have found out how to identify where you can free up some time you need to put that into use. You now need to spend at least three hours a day trying to find new business. This is guaranteed to increase your sales.

3. Always work on hot leads first

People often prioritise new leads but this is a mistake. Hot leads are who you should be dealing with straight away as they are most likely to buy. Some people put hot leads on the shelf because they think they're already wanting to do business but that is the wrong attitude to have. Hot leads should be followed up whilst they're still hot, do not give them the chance to cool down. If you have the opportunity to make business right now why would you wait?

Utilise Time For Sales Effectively

Chapter 4

4. Secondly work on warm leads

Once you have taken care of your hot leads you should move on to the warm leads, as they too are knowingly interested in your business and will be more likely to buy from you than cold leads. With the warm leads, you want to really display to them what value you can offer in order to convert them.

5. New enquiries

After warm leads, you should work on the new enquiries. Now all of the clients who are most likely to buy are dealt with you can start working on the fresh leads. The new enquiries are going to be the longest and most difficult to acquire so we leave them until last because the probability of converting is lower.

6. Following up

Now you have managed all the new enquiries it's time to follow up some old leads. You already know that they are interested in your business because you have previously worked with them, as such, they are more inclined to buy with you again. Following up can also gain you insight into what you are doing wrong. If someone does not want to do business with you again, ask them why and then take note and see what you can do to remedy this.



What You Need To Sell

Chapter 5

What you need to be able to sell

Sales is more than just selling your product or service. To get dedicated clients and repeat business you need to sell four things, you have to sell yourself, your company, your product and your deal.

1. Sell yourself

Show you care

Show your client that you truly care about them. Make sure you show to them that you are attentive and listening to them.

Understand your client

Listen to what your client wants. If they aren't saying what they want, ask them. Find out what the client is in need of because if you know what they need you can show that you meet that need.

Make special gestures

Go the extra mile for your client. It can be something as simple as remembering how many sugars they like in their tea or as extravagant as inviting them to dinner.

Humanise yourself

Sales people are often dehumanised as people often think you are only interested in money. Show that you are just like anyone else, display photos of you and your family, you and your pets or with your friends for example.



What You Need To Sell

Chapter 5

2. Sell your company

You need to know the company USP's

Instead of talking about the same things that your competitors offer, talk about your unique selling points; what makes you different?

Compliment your colleagues

Compliment your colleagues, tell the client how Jasper is an amazing website designer, but remember to link it back to how it will benefit the client.

Company values and culture

Show your company's values and work culture. Show that your team works hard, that people are friendly, whatever the company's core values are.

Make your desk an information point

Have interesting information on your desk. It could be up sells, some testimonials or a slide show of you with happy customers.

Discuss longevity in your product

Letting your client know that you want a long lasting business relationship with them helps build trust. Talk about the future and let them know you'll be there for them.

Discuss the client journey

Let them know the steps of what is going to happen when they do business with you. It shows you are organised and stops any unexpected steps for the client.

Don't criticise other companies

Criticising other companies not only brings them down but it takes you down with them. Compliment other companies without going overboard but just remind them of your USPS.

What You Need To Sell

Chapter 5

3. Sell the product or service

Product knowledge

Having a deep knowledge of your product or service will help you sell because once you know the customers needs you can link the benefits of what you are selling can provide.

Handle with care

Talk about the product carefully. Some people don't talk about their product or service carefully because they are selling it everyday, so it doesn't seem as special but you must remember this could be brand new to some clients so you must talk about it in an exciting way that shows them how special what you're selling is.

Use reviews and testimonials

Reviews and testimonials give people extra confidence in the product by showing other happy customers who have bought.

Make clients handle the product

Let the client experience your product. Give them a demo of your product or service, let them see first hand what it can do for them.

Know the product weaknesses

If you know what your product weaknesses are you will find it easier to prepare and handle objections. If someone brings up a weakness it'll be much easier to take focus away from it if you know what weakness they are talking about.

Be excited about the product

If you really want to sell you have to be excited about the product, you have to be excited what you can offer your clients. If you aren't excited about what you sell why would your client be?

What You Need To Sell

Chapter 5

4. Sell the deal

Sell the value

It's crucial that you show the value of what you're selling. Let them know how it will change their life for the better.

Factor in the clients cost

When you are selling the deal think about your clients costs, think about how your product can save them money. If clients know that they can save money with your product, it helps them justify the purchase.

Scarcity

Adding a factor of scarcity to what you are selling gives the client a sense of urgency. If you are a service, say you may have limited space or limited appointments.

Use credibility

Show that you are credible. If you have awards, show them. If you have large well known clients, mention them. Credibility adds trust and that sells.

Stack selling

Add extra items to the deal to make the customer feel like they are getting more for their money. Remember to link these extras to what the clients needs are. It's once again about adding more value to the transaction.

Make the deal unique

Make the deal unique to your client. Tailor it to them, maybe cut them a particular deal where they get something else added of high value to them or maybe give them a special price to help suit their budget better.

3 Methods to Utilise Leads

Chapter 5

3 Methods to Utilise Leads

In this chapter we are going to look at three simple but very effective ways to really utilise the leads we currently have and are acquiring.

1. Log all enquiries

Organisation is very important in sales. Any enquiry you get, you need to keep a record of their details so you can get back to them. This way you can create a list and then contact the leads efficiently.

2. Contact at all angles

Don't be afraid to contact leads on multiple platforms. If someone messages you on Facebook start by replying on Facebook but if you notice they aren't getting back to you contact them another way. Everyone has a method of contact they are most likely to respond to. If you are only using one method of contact imagine how many people you could get through to if you opened up your methods of communication. Methods of contact could be email, land-line, mobile, Facebook, LinkedIn, WhatsApp or text message. Use whatever form of contact it takes to get the sales conversation started.

3. Persist

Persistence is an incredibly important part of sales. A lot of people are not going to buy the first time you contact them. When contacting clients remember to listen out for their needs. If you keep trying to sell them without listening to their needs and not addressing those needs you will not succeed. Remember not to feel like you are pestering anyone. If you do not sell your product to them someone else will and they will likely sell an inferior product or service, as such it's in the interest of both you and the client for you to sell to them.

Conclusion

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Thank you very much for reading, I hope you've enjoyed it.

Remember selling to win is a way of thinking. If you want more sales you need to start with yourself; your attitude towards selling and the techniques you use. Learning the techniques in this booklet is great but without implementation you will not see any improvements, so ensure you start to put these practices into your business. Remember there is no time like the present so the sooner you start to implement, the sooner you'll see improvements.

For more help and learning material go to:

Members Facebook group

www.facebook.com/groups/BBEMembers

YouTube

www.youtube.com/AdamStottCoach

