1. **The 12 realities of selling**
2. The secret to selling is never in the selling: “**it is always in the continuous act of prospecting”**

Most salespeople fail because they lack a **sufficient supply of qualified prospects. This means that you**

**“consistently, intelligently, and capably prospect for business no matter how long you have been selling”, it never stops; sales is always all about prospecting =**

 **FIRST REALITY**

1. **To sell successfully, You Must Be in Front of a Qualified Prospect**

**When he /she is ready to buy, not when you need to make a sale =**

 **SECOND REALITY**

It is about being the best and most viable available option among many that prospects seek when it comes time for them to make a purchase decision. There is a fundamental truth that they will make their buying decision on their time schedule, not yours. A major part of that secret is to invest your time intelligently and wisely. Don’t waste your time with unqualified prospects. You need to identify the most promising prospects expediently and efficiently fast and move beyond those who are not qualified= **YOUR REAL ASSET IS TIME AND YOUR ONLY REAL ADVANTAGE IS HOW YOU INVEST YOUR TIME AND WITH WHOM YOU INVEST**

1. **You Must Position Yourself Correctly**

You must position yourself, your organisation and your product in the mind of your buyer. You must DIFFERENTIATE what you do and how you do it from the rest of the pack=

**THIRD REALITY**

1. **There Is Less Margin for Error**

You must always show up on time, fully prepared, equipped with thorough knowledge of your prospects, what they are trying to solve, how they function, how and why they make decisions, and much, much more. The essential point is all prospects have many options from which to choose and you are among those choices.

Therefore, you must not only be quick on your feet, but also have the SKILLS to apply your product or service, know exactly how to impart that knowledge to your prospect, and know how you can leverage his or her understanding of it to your best advantage=

**FOURTH REALITY**

1. **Prospect Must Believe You Have Something Important to Say**

Prospect will grant appointments only to salesperson whom they perceive as having something important to say to them. Coming across as desperate or ill prepared will do nothing to help you maximize on this principle. On the other hand, knowing what to say, when to say it and precisely how to position yourself will allow you to put it on your side=

**FIFTH REALITY**

1. **Being Trusted Is More Important Than Being Liked**

All in all, a salesperson who is trustworthy and knows exactly how to demonstrate and communicate that trustworthiness in the very first transactional interaction with a prospect will outperform one who is just a smooth-talking flash in the pan at every turn=

SIXTH REALITY

1. **Prospect Are Busy**

You need to know exactly how to get to the point of your presentation with the greatest speed of efficiency. To move from small talk to positive, effective sales talk with confidence, trust, and ease. KEEP IT SIMPLE ( **KIS)=**

**SEVENTH REALITY**

1. **Prospects Will Buy to Solve Their Problems, Not Yours**

To make a sale, earn a commission, win a contest, earn bonus, keep your job, pay your bills, get a promotion, or look good to other people.

The trust is that none of these have anything to do with their problem! What might be their problem?

* To achieve greatest efficiency
* Make money or a profit,
* Keep their job,
* Fix something that’s broken,
* Enhance their organisation or,
* Solve whatever your product or service helps them solve=

**EIGHTTH REALITY**

1. **Prospects Will Try to Make Your Product a Commodity**

Why will they do that? Because in the world of commoditisation, price always rules. Prospects are always trying to get the best price. Therefore, if they can reduce whatever product or service you sell to being a commodity, they’ll win! To do that, you must know exactly what, when, and how to deal with it. You need to be prepared to handle “ I can get the same thing down the street”- handle it well=

**NINTH REALITY**

1. **Prospects Will Want the Price Before You Want to Give It**

Premature price questions are far more the rule than the exception. And, once you offer a price either verbally or in writing, that is likely the only thing your prospect will remember about your product or service!

If you offer it too soon you will not have created value. Why? Because you have not shown how you can satisfy a want, fulfil a need, solve a problem, or resolve an issue.

On the other hand, if you withhold too long or too clumsily, you’ll run risk of alienating your prospect and creating an adversarial relationship=

**TENTH REALITY**

1. **Establish the Value or It’s All About Price**

Salesperson (including you) cannot presume that prospects perceive, understand, and comprehend the value of any offering without having it first interpreted for them. Price is such a dominant factor in today’s crowded marketplace that the value you deliver must be so clear in the mind of the buyer that it supersedes his or her drive to seek a progressively lower and lower price=

**ELEVENTH REALITY**

1. **Relationships Have Changed**

Customers are not as loyal as they used to be. Couple of that with younger and younger buyers coming into the marketplace who have learned to define relationships in terms of text messaging and internet communications and the impending changes promise to be cataclysmic for the unprepared.

Those factors, the constant pressure to compare prices, and services into the marketplace on a wholesale basis all merge to tell us that the terrain that defines relationships has truly been transformed forver=

**TWELVETH REALITY**

Understanding these realities mean that your fundamental philosophy of sales may need to be modified, as well as the very words, exact phrases, and specific utterances that you have been using. Now let’s talk about 6 truths of selling

1. **Six Truths of Selling**

Here are the six truths that will never, ever change in the world of selling, no matter how much the landscape of sales may change:

1. Listening is the best personal skill a salesperson can ever master.
2. Failing to get in front of the real decision maker is a fatal error.
3. If you can close sales, you’ll never be successful as a salesperson.
4. Successful selling requires a significant level of skill in time and self-management.
5. Great salespeople are simultaneously both competitive and resilient.
6. Sales is all about presence and persuasion.

Now let’s get to work!

1. **The Nine Sales You Must Make First**

Here are the nine specific points on which you must sell yourself before you can expect to sell your product or service to any prospect.

1. If you’re not sold, no one else will be either.
2. If you have no prospects, you will fail.
3. Being trusted is more essential than being liked.
4. The sale is all in the questions.
5. Selling is about providing solutions.
6. You can minimize stalls, objections and delaying strategies.
7. Closing is not just using closes.
8. Promise a lot – and deliver even more.
9. You must master special situations.
10. **Direct Value Statement**

What are the prospecting situations where you find yourself most often? They can likely be broken into the following categories:

* Face-to-face, formally or informally
* By telephone
* At tradeshows
* Through referrals from current customers
* Through referrals from people other than customers
* At networking events

In each of these situations you’ll need to know the importance and use of your own, one-of-a-kind Direct Value Statement(DVS).

**Sample Direct Value Statement**

* We assist our clients in the banking in the banking industry to improve their profitability. We do this by reducing their cost, improving product performance and geometrically expanding their markets.
* We assist our clients (or customers) in the interior design industry to provide their clients a wide variety of cost-effective floor coverings. We do this by \_\_\_\_\_\_\_\_\_\_\_\_\_.
* We assist our clients (or customers) in the real estate industry to pass their state real estate exams easier, faster and the first time. We can do this by \_\_\_\_\_\_\_\_\_\_\_\_.
* We assist our clients (or customers) in the agricultural industry to grow greater yields from their land and enjoy greater profits. We do this by \_\_\_\_\_\_\_\_\_\_\_\_\_.

**Using the Direct Value Statements**

Your Direct Value Statement is extremely important to you. You can use it (as you’ll see) for gaining appointments, meeting people, answering the question, “What do you do?” and in lots of other situations.

Again, the structure is always the same: “We assist our \_\_\_\_\_\_\_\_\_\_ in the \_\_\_\_\_\_\_\_\_\_ industry to \_\_\_\_\_\_\_\_\_\_. We do this by \_\_\_\_\_\_\_\_\_\_.”

No matter what your business, venture, service or industry, this statement will work for you. Therefore, I’d urge you to give some serious, serious thought to answering these four questions when developing your own Direct Value Statement.

* Do you work with individuals, organizations, enterprises, associations, or governments?
* Do you specialize in an industry? Market? Type of business?
* What do you help your customers to do? Reduce costs? Improve productivity? Reduce turnover? Maximize returns? Gain market share? Enhance stock value? Improve profits?
* How do you do that? By improving processes? Improving manufacturing yield? Providing upgraded equipment?

If you cannot communicate the fundamental reason people organizations choose to do business with you and how you do what you do, you will have a very serious problem in prospecting for customers. In fact, if you can’t verbalize those things, you’ll likely never even get your foot in the door.

Finally, people will choose to do business with you to reduce or remove a problem, solve an issue, improve a situation, or enhance their position. They are vitally interested in securing solutions. That’s really what it is all about.

**Some more examples:**

* We assist our clients/customers in the ……………………...industry to reduce personnel costs. We do this by offering screening and assessment services, hiring systems, and retention programs
* We assist ……………………….(customers)……………………………..( industry or occupation) to…………………..(how you help). We do this by ……………………( your solution)

**IMPACT Selling System: 6 steps in IMPACT process system:**

1. **Investigate**: prospecting, positioning, pre-call planning

**Objective:** to pre-call plan, position yourself properly, and gain a face-to-face appointment with a qualified prospect

1. **Meet:** building face-to-face trust and rapport

**Objective:** to set the face-to-face sales process in motion.

1. **Probe:** to have your prospect identify, verbalise, and discuss his/her needs, wants, and desires

**Objective:** to determine what, when, how, and why your prospect will buy your product

1. **Apply:** to show your prospect how your product will solve their problem, fill a need, or satisfy a want he or she has verbalized.

**Objective:** to recommend and present your product in a way that clearly matches the solution your prospect is trying to achieve.

1. **Convince:** to corroborate your claims.

**Objective:** to provide powerful social, statistical, or third-party proof of your claims:

1. **Tie it up:** to finalise the transactions, cement, and reinforce the sale.

**Objective: to empower your prospect to buy, solidifying the sale, servicing, and vertically integrating the new account.**