

**BUYERS
ARE
LIARS...
A PRO'S
GUIDE
TO
SELLING**

A QUIZ FIRST FOR YOU!!!!

WHO AM I?

I AM UNIVERSALLY RESPECTED

**I AM POWER THAT DOES NOT HAVE TO BE
WIELDED TO BE RECOGNIZED**

I AM THE RESULT OF EDUCATION

I AM THE BYPRODUCT OF EXPERIENCE

I AM THE FOUNDATION OF SUCCESS

I AM THE BASIS FOR THE PHRASE “I CAN”

I AM REVERED BY ALL WHO HAVE ME

WHO AM I?

CHAPTER ONE

WHAT IS SELLING?

When two people get together “One Buys, One sells.”

Selling is a transference of feeling. If I can make you feel about my product or idea the way I feel about my product or idea, then you are going to buy my product or idea. You have to convince your prospect that you and your company and your company’s products are the best and will fulfill their needs. You have to instill confidence in them that *you* will “get them taken care of” because *you* are the best and have the knowledge and experience to do so with their best interests at heart.

Selling is also the building of a relationship. That relationship may last a moment or a lifetime. But in that moment you are connecting with your prospect, which may be a single individual or a couple, you are having an effect on their life. You are fulfilling a want or desire of theirs for your product or more importantly a need for your product.

Ninety-five percent of the business transacted in this country is done so on a personal basis because the prospect liked the salesperson. That goes for the CEO on down to the individual consumer.

Whether you are selling a product, tangible or intangible, your ideas, or your way of doing things, it is still selling. To me, selling is an art. It is a compilation of words and tones eliciting emotions that result in both sides benefiting from the process.

When you get your kids to do what you tell them to do, that is selling. Even if you threaten them with bodily harm, you have sold them on the premise that it is in their best interests to do what you told them to do. Smile now.

When you marry someone, you have sold him or her on the idea that the two of you can build a life together and will be happy. However this is an ongoing process. It doesn’t end with the words “I do.” You have to work at that marriage and relationship and continue to sell each other that it can still work. You have to continue to learn and adjust to changing values and times as you grow old together. That selling job doesn’t end; it is always a work in progress.

While selling is a process, it is not rocket science. It involves something that comes very naturally to us, and even more so to some than others, and that is “TALKING.” That’s how we communicate with each other on an everyday basis. As a child we learn to say “Please” and “Thank You.” We learn not to yell, and we learn not to say some of the things we hear our parents say. Smile please.

It’s a learning process. Communicating with another individual is a process of learning what to say and even how to say it. So don’t be intimidated by the selling process.

Within the selling process you have a limited amount of time to make a “friend” of the prospect whether it is on the phone, in their home or office, or in your office. You must convince your new friend that you know your business and you and your company’s products, which are affordable for them, will fulfill their needs. Each step is an integral part of the sales process and must be completed. This must be done with an enthusiasm that is contagious and a manner that is believable. You must believe in what you are doing and communicate that belief to your customer. If you will follow the steps we outline for you, you will be successful.

Heck, the greatest salesman in the world is a five-year old in a candy store with a parent. With a grandparent it is the biggest “lay down” (Sales slang denoting an easy sale) you will ever see. And let’s face it, that five-year-old doesn’t have your vocabulary.

You can do this. You just need to understand what you have to do, what you have to say and how to say it. It also helps if you believe in the product you are selling.

Once again, selling being “a transference” of feeling. If I can make you feel about my product the same way I feel about my product, then I promise you, you will buy my product. You first have to discern “WHY” is the prospect considering buying your product or service.

There are two factors that motivate people to make a purchase; one is a definite need, the other is a desire or want, for the product or service.

A desire or want I classify as something that is tangible and a need as something intangible. For instance insurance, health, life, long-term care, auto, homeowners, is something that I believe is a need. Even a 401k plan can be considered a need for an individual or family.

While a car is a need, the type of car and how much is spent is more of a desire or want. A television is definitely a want. Clothes and cell phones can be necessary for business, but, here again, the one you choose and the bells and whistles it has or styles and price are definitely want motivated.

I have known people to do business with their insurance salespeople for a long period of time. My homeowner and car insurance is with a man that has been a friend for over thirty years. My life insurance man has been a friend for over thirty-five years, whereas the individuals who sold us our cars are no longer in the business in our city.

Even so, when you figure that you can spend hours wrapping up the purchase of a car, there is a relationship built between you and the salesperson. And very often it is not done on the first visit. So when you consider “Selling” as an occupation, you need to understand what you are getting into and what you have to do to be successful.

Very few people grow up with the ambition to be a “Professional Salesperson.” In fact I don’t know one. More often than not, you are thrown into that position or profession because of the attractiveness of the money to be made.

There is a “thankless” part of the business, too. Selling has no longevity of achievement, except to the individual who has chosen it as a profession. It is a “What have you done for me lately?” type of mentality and existence.

Your numbers last year mean nothing. It is “What are you doing for me this year?” that counts. It is no different from the baseball player who batted .325 last year and is now hitting .225. Either his stats improve, or he is gone.

I mean, think about it. If you are working for yourself as an independent salesperson “repping” a product or two, or if you are in the insurance business with your own office, and you made \$150,000 plus last year, you have probably set your standard of living on that type of income. If you make only \$50,000 this year, that is not going to pay your bills at your new standard of living. So consistency is important. The only time you might be able to slack off a bit would be if you are in the type of business that includes commissionable reorders or, in the insurance business, renewals on existing contracts. If you write business that becomes a perpetual source of income, then there may come a time where you can just replace the business that falls off and not have to bust it to get new business.

There was a saying about people who got into the insurance business, and that is that they got into it for one of two reasons:

1. They loved the insurance business and it has been a lifelong desire to get into it, or
2. They couldn’t find anything else and needed a job.

Life Insurance companies usually pay a decent draw or salary for the first six months or so. Of course, the recruiter, whether that was the sales manager or the job specialist, sold you a bill of goods on the money you could make.

Strangely enough, they were right! There is one hell of a lot of money to be made in the insurance business or as a Professional Salesperson, but you have to perfect your craft and work hard to achieve that status.

Now, please understand. I am not pushing the insurance business. I just happen to know a little more about that business from personal experience.

Every “Pro” has a style all his their own. Each has his or her own way of doing what’s right! His or her own way of doing what must be done! The principles and basics do not change, but the “Pro” develops his method of selling that he practices over the years that

works. It comes from a lot of trial and error. It is that intangible the Pro has that makes him or her a cut above the rest. Don't worry! You **will** develop your own "style" in time.

I can say that it becomes such a part of you that you do it every time you get in front of a prospect (a potential customer or client). It's like you are "On Stage." You go into character, and you begin to perform. And you just know that you are going to win.

You learn to relate to your prospect. You qualify them for your product, and you identify with them, thus building a rapport and establishing your own credibility with them. This translates to the creation of having an influence on them and their purchase. Once you have determined what their needs are, you can make your presentation and close (Sign the contract, get the check) the sale. After you have done that, you use your influence and rapport to compliment them on the purchase they just made, leaving them with a positive feeling about what they have just done and how smart they were to do it now.

I use the saying; **a person may not remember what you did for him or her; he or she may not remember what you told him or her; but he or she will always remember how you made him or her feel.**

At the end of a sale it is one of the Ten Commandments to leave what is now your customer with a good feeling that he or she will always remember. It is called Post Selling.

Part of that knowledge you need to acquire is to learn about you. How do people react to you? How do you react to people in general? Do you have any prejudices? Do you like people in general? How do you interact with people?

Skills needed for selling have a direct correlation to your people or relationship skills. You need to **know** how you come across to people. You need to be **constantly aware** of how you come across to people. You need to **understand** how you come across to people. It is crucial to being a successful salesperson. Being willing to learn and being open enough to accept the critiques that you may encounter is paramount to your success.

Being defensive or being in denial can cause problems. Remember this is not about who you are, nor is it a question as to how good a person you are. It is about how you come across to other people. It is how your style will impact your prospects and the relationships you have to build in order to be successful in sales.

One of the ways to determine that is to look at your social relationships and the way you interact socially. You need to be aware of and learn how people want to and do interact. That is something that you can learn by asking your social contacts that question.

It is also your quest to learn methods, strategies and tactics on how to influence the actions and decisions of your prospects. There are countless books out on the subject as well as the Internet.

You can take this as far as where you sit in relation to your prospect. It is suggested that you sit facing the prospect but to his right.

The left side of the brain is responsible for language. The right side triggers feeling and emotion. The right eye delivers to the left side of the brain while the left eye delivers to the right side of the brain. Consequently if a person sits staring to the right, beyond two minutes he will most likely still be comfortable. If he is staring beyond two minutes to the left, he will begin to feel uneasy, fidgety or uncomfortable. So if you are at a restaurant or in a meeting, you want to be about twelve inches to your prospect's right.

This came from an audio interview I heard with Kevin Hogan from www.kevinhogan.com who specializes in this type of stuff. He is definitely an interesting guy. He also points out that if you notice during your presentation the ears of your prospect turn red, he is lying or if you notice his pupils get kind of "beady eyed," he is not being totally honest with you or has lost interest. If they are dilated you are in good form, and he feels comfortable and likes you.

Now, how sophisticated do you want to get? This is what I mean about learning your craft. There are so many studies that have been done and so much information that you can find about behavior during the selling process, especially with the World Wide Web being what it is today.

Dale Carnegie wrote a book many, many, many years ago entitled, How to Win Friends and Influence People. That book is not yet outdated. You would do well to read it.

To acquire an understanding, read whatever you can get your hands on, especially on the subjects of relationships, selling, negotiating or influencing people,

You will need to adapt to the many diverse situations you will encounter with your prospects. You must be willing and able to do so and often at a moment's notice in order to turn them into customers. After all, everyone *wants* to be treated the way *he or she wants* to be treated. It is your job to find out what that is and do it.

You need to determine what exactly will be the keystone that will cause him or her to make a decision in your favor.

Will his or her decisions be based strictly upon logic and data, or will they be based on their objective and results? Will they be based on testimonials or possibly social concerns?

Examples:

Mr. Foster, as you can see from the sheets I have given you, our product meets your specifications, fits your budget and enhances and complements your product line.

Mr. O'Brien, as I stated, we can meet your price and your delivery time, and it will provide you the capability to meet your production standards.

Mr. Perez, I can give you the names of two companies in Europe and one in Canada who have purchased our products and have reported considerable profits as a result.

Mrs. Casano, our company is completely environmental friendly and our products are made from recycled materials. So you not only are getting a superior product but one that is contributing to the welfare of our planet.

The answers will be revealed as you probe and gather information and work to build the relationship. It sounds ominous, but it really isn't. It just takes practice, the ability to listen intently and your ability to build the relationship between you and your prospect.

So what is selling?

Selling is a transference of feeling. If I can make you feel about my product or idea the way I feel about my product or idea, then you are going to buy my product or idea.

What do you have to do?

Learn to relate to your prospect, find out why they are buying, learn about yourself, understand and learn the selling process.

You are going to find that certain points of this book will be repeated over and over again. The reason is to hopefully imbed them into your brain, maybe even into your subconscious. We learn by repetition. So, for your sake, read on and bear with it. There is a method to my madness. I promise you it will work.

ANSWER TO QUIZ ;

WHO AM I?

KNOWLEDGE!!!