

100 Golden Nuggets for Salespeople



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100 Golden Nuggets for Salespeople,
then let me know
and I'll send you an email with
300 more Golden Nuggets for Salespeople.

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Make recommendations to your prospect
and limit their options.

An abundance of options creates information overload,
which leads to a paralyzed decision maker.

Keep stories short, because an easy-to-follow story
is more effective than a long or wandering one.

Identify the words and adjectives the buyer uses,
and then, use those same words
to create a subconscious connection.

Don't rush to end silence,
because silence
gives prospects a chance to process information
and makes interactions feel more like conversations
than a sales presentation,

If a business doesn't meet a need and serve its customers,
then it will eventually fail.

A good salesperson can make as much money,
help as many people,
and attain the same social status as a well-respected doctor.

What can you give to your potential clients
that no other salesperson is able to offer them?

View your potential client
as a partner in the “problem-solving” process.

When two people want to accomplish the same goal,
they find it easy to overcome small obstacles.

Before you meet with your potential client,
imagine how you’ll feel after you've made the sale.

Professional actors pre-plan every line and every move...
and professional salespeople do the same thing.

Potential clients will tell a *good* salesperson what they think...
but they'll tell a *great* salesperson how they feel.

Your focus should be
on the potential client that you're trying to help.

The sales that you miss
become assets when you learn from them,
and they become liabilities when you don’t learn from them.

After you answer an objection,
use the phrase “by the way”
to transition into an attempt to close the sale.

Your potential clients don't care
how your product does what it does.

They simply want to know
how it will make their life better and solve their problems.

If 3 out of 10 people buy what you're selling,
then the 3 who buy are important to your bank account,
but the other 7 are important to your personal growth account.

This is only true if you critique your presentation
and learn from your “losses.”

When asking a potential client questions,
your main concern is to
find a problem that your product or service can solve.

You make sales when you help your potential clients
move closer to accomplishing their goals.

Every product or service can be viewed as
the solution to a problem or the resolution of an uncertainty.

Cute and clever "closes"
are no substitute for genuine belief
that your recommendation
is in the potential client's best interest.

Sometimes, the "obvious need"
isn't the "real need" for which a product is purchased.

Never assume that you understand
what your potential client is saying.

Paraphrase and feed it back in your own words.

People are more likely to buy from you
when they feel as though
you understand their situation and their needs.

Income is a byproduct of the value that's delivered.

Always make your potential client feel
as though he or she is the most important person in the room.

Your value in the marketplace is determined
by the size of problems that you're able to solve.

Develop the capacity to see your product
or service through the eyes of your potential client.

When it comes to selling,
there's no substitute for talking with a lot of people.

Always assume that your potential client
wants to own your product or service.

You won't make the sale
if your potential client doesn't feel good about you.

Try to see your product or service
through the eyes of your potential clients,
and focus your sales presentation
on the benefits that are of interest to them.

Never sell what your product or service is... sell what it does.

A salesperson who's a "Learner"
is absolutely useless unless he or she is also a "Doer."

Always view objections as requests for more information.

Enthusiasm sells... but fake enthusiasm repels.

Mr. potential client, what is it
that you like most about your current product or service?

If there was one thing that you could change,
what would it be?

Your ability to manage the hours
when you should be selling

will play a major role in whether you succeed
or fail as a salesperson.

You increase your earning potential
when you increase your
knowledge of human behavior and sales techniques.

If you were a sales manager, and if you knew
a person who had your character qualities and work ethic...

would you hire them?

Top salespeople practice smiling
and they're pleasant to be around.

As a general rule, your physical appearance
has a direct impact on how well you do in the marketplace.

Most salespeople want to know how to “close the sale,”
but the 2 most important parts of the sales process
are finding qualified potential clients
and asking questions to determine their need.

Find out what successful sales people do,
and repeat what they do over, and over, and over, and over.

Sales almost always follow good service.

Listen with the intention of truly understanding
what the other person is saying, thinking, and feeling.

When given three choices,
potential clients usually choose the middle one.

No matter how long a show runs on Broadway,
the actors continue to rehearse.

Professional salespeople rehearse
their sales presentation on a regular basis.

If you want to be a good salesperson...
then work harder on personal growth than on any other area,
because people with good character are good salespeople.

Many potential clients feel
as though their job in life is to resist being sold.

A professional salesperson knows which questions to ask
so the potential clients ends up “selling themselves.”

We must discover our potential client’s problem,
and get them emotionally involved in trying to solve it.

Competent salespeople
sell the benefits that the potential client thinks are important,
while incompetent salespeople
sell the benefits that the salesperson thinks are important.

Your potential client makes many judgments about you...
(including but not limited to)
your attitude, your level of confidence,
and how you really feel about any recommendations you make.

Facts tell... but stories sell.

The profession of selling is much easier
when you have a product or service
that satisfies your client's needs.

When trying to prove a point or make a sale,
instead of saying,

“If I can convince you that...”
try saying,
“If you could convince yourself that...”

Don't measure your success by the number of sales you make.

Measure it by the number of people you serve,
because sales (and income) will eventually follow service.

Having the “gift of gab,”
is one of the greatest disadvantages that a salesperson can have.

Don't waste valuable selling time
with people who are negative or uninterested in your offer.

There's no such thing as a natural born salesperson.

A good salesperson is created
through diligent study and hard work.

Your potential clients have needs and desires that already exist.

Your job is to uncover the ones
that your product or service can satisfy.

Only discuss or describe your product or service on the phone
if your customer can buy over the phone.

When you adopt the same body posture
and positioning as your potential clients,
they relax and are more comfortable with you.

You'll lose the sale if you try to close too early.

A great salesperson creates and develops wants...
and turns them into needs.

Most potential clients
won't object to owning your product or service...
but they will object to paying for it,
and you need to show them that the benefits outweigh the cost.

Those who "present" don't make
as much money as those who "persuade."

Your product or service offers more than one benefit,
and you must ask questions to find out
which benefits are of interest to your potential client.

The bigger the problem,
the easier it is for your potential client
to come up with money to pay for the solution.

Part of your job is to magnify
the problem in the eyes of your potential client.

Don't despise little sales,
because every time somebody buys from you,
they raise your self-esteem because
they're essentially saying, "I like you" and "I trust you."

A tie-down is a phrase at the end of the sentence
that demands a "yes" or isolates an objection.

The most difficult obstacle to overcome in a sales presentation
is a negative attitude in the mind of the salesperson.

Your effectiveness is not determined
by how many hours you put in...
it's determined by how much you put into your hours.

A “condition” is a valid reason
for not purchasing a product or service.

Don't confuse conditions with objections.

If you're preoccupied with rejection,
then you're focused on the wrong person.

You must jealously guard your selling hours.

The salesperson who keeps talking
(once the potential client is ready to buy)
will quite often end up losing the sale.

In order to be successful in sales,
you must be able to
get positive results from negative circumstances.

What you say to your potential client
isn't nearly as important
as what your potential client hears and understands.

Your clients can open doors for you
that you can't open by yourself.

A salesperson who has a fragile ego
won't be able to handle rejection.

Excellent service leads to multiple (and repeat) sales.

Set “activity goals”
and “end result goals“ will take care of themselves.

Being able to say “Next”
can help to prevent you from taking rejection personally,
and it’s easier to say “Next”
when you have plenty of potential clients.

In order to be a good salesperson,
you must ask questions and then actually listen to the answers.

Professional salespeople speak with authority because
they have a thorough knowledge of their
product, their competition, and the industry.

When attempting to make a sale,
always remember that your potential client
is the most important person in the room.

When someone rejects my sales proposal,
I don't take the rejection personally.

A wise salesperson never argues with a potential client.

Most salespeople sound the same,
and people just don't trust “slick talkers.”

Learn how to ask questions
that'll lead your potential clients
to go where it is that you want them to go.

There has never been a great salesperson
who had a negative attitude.

Top salespeople have learned
how to harness the power of relentless perseverance.

In the sales presentation,
one of your goals is to figure out how your product or service
is the perfect solution to your potential client's problem.

Professional salespeople allow the potential client
to set the pace of the conversation.

Every company is looking for persistent salespeople
who have integrity, are teachable,
and who know how to get along with others.

As a salesperson, your goal is not to get what you want,
but to help the other person get what they want.

In commission sales,
your paycheck is in direct proportion
to your level of competence.

Potential clients make buying decisions
based on what they understand and believe.

“Closing the Sale”
should *not* be thought of as a separate part of the sales process.

It’s the essence of the whole sales process.

The more potential clients you have,
the less you take rejection personally.

Give your potential client as much information as they need,
but don't be guilty of information overload.
