

Selling in a Tough Economy by Stan Billue

While it's true that many Businesses and the Economy in general has been suffering, there is another Fact to consider. Many Businesses and Sales Pros have been setting Sales records in spite of, or even because of the less than desirable Economy. Here are a few time proven ideas to help you make this Year your Best Year ever.

Until the Economy changes . . . you need to

Many people are waiting for the Economy to improve when in reality we should be the ones working to improve. If you've been doing what you do for a living for 5 to 10 years, do you have 5 to 10 years experience , , , or 1 year's experience 5 to 10 times over? The majority of people in Sales have become lazy and sloppy and haven't learned anything new for years. Always appreciate that School is never out for the Pro. Be willing to and commit to learning a new Skill, Technique or even a new Word each day to add to your arsenal.

Attitude is at least one half of your Success . . . or the lack thereof

I urge you to be careful about what you feed your mind. If you keep saying (or even thinking) crap like "Sales are sure slow", or "Nobody wants to buy now" or "The economy sucks", you'll start to believe all of those negatives. Instead, replace them with Positive Affirmations.

Be better Prepared

After a week or two in any Sales job, you'll learn the main Brush Offs and Objections which your Prospects and Customers continually use to keep Control and keep their Money. All you need to do is have 3 or more choices of wording to handle each situation and then practice, drill and rehearse until you are better prepared than they are.

Compliment or Compare instead of Competing

Way too many Salespeople make the cardinal mistake of trying to convince a Prospect to make a complete change on how they make purchases or who they do business with. Instead, I urge you to find out what they like best and what they aren't completely happy about with their current Supplier, Provider or who they do business with. At that point it becomes a whole lot easier to encourage them to try or test you and your Product or Service so they can compare your value, reliability, service, versatility, etc.

Become more Creative

Always remember that curiosity overpowers programming. They may be programmed to try to blow you off the Call early and/or stall you later in the Presentation with an Objection, however you dramatically increase your odds for success when you can arouse their curiosity. You might want to open a Call with something like; *"Even though we've never met, I'll bet that we can agree on at least one thing."* When they ask "what", you can respond with; *"You probably don't appreciate receiving Cold Calls any more than we like to make them, correct?"* Then you continue with; *"Now that we have that out of the way, I'm calling to share an idea that many of your competitors are using to dramatically (increase Sales) (lower their Overhead) and I was confident that you didn't want to be left in the dark."* When faced with an Objection, you might try; *"You're probably wondering what I can say or do to get you excited enough about pulling the trigger today instead of waiting, right?"* Feel free to change a few words around to fit your Product, Service and situation, however ALWAYS try to create curiosity.

Work Smarter instead of Harder

A major challenge with most Salespeople is that as we accumulate more knowledge and facts and figures about our Product or Service, we become waaaaaay too Wordy. In other words, we start to tell everyone everything they ever wanted to know and probably a whole lot that they didn't want to

know. If you Record yourself you'll probably realize that you now have Diarrhea of the Mouth. Be willing to transcribe your Presentation and then slice and dice it by 25 to 75%. Also it's critical to have a Long and Short version of every Answer to every Question and each Objection. Always try the Short version first and see if that solves the issue. If it doesn't then and only then would you use the Long version. Why waste your time, talent and energy if it isn't needed?

Offer more than your Competition

We've always heard that People Buy Us however most Salespeople don't really include themselves in their Presentation. An example might be; *"When you do business with (your Company), there is one more Benefit to you that you can't get from any other Company in the World, and that's ME. I'm proud to say that I'm committed to provide you a level of service that you can actually brag about. If I'm reading you right, that's the type of Service you deserve and demand, correct?"* By the way, you've also just set them up for future Referrals. 😊

Stan Billue is known as THE Sales Training Legend as he is credited with creating more 6 and 7 figure a year Income earning Sales Pros than any other living Trainer. You may subscribe to his free monthly Newsletter and weekly Marketing Tip by visiting www.StanBillue.com