

## SELLING STRATEGIES

Selling is one of the toughest jobs in the world. There are no buffers between you and the reality of daily difficulties, delays, and disappointments. You often ride an emotional roller coaster, up and down, that never seems to stop. You are all alone. Like a front-line soldier, you must get yourself up every day and go out to where the bullets of rejection fly. You must continually deal with the possibility that all your sales efforts could turn out to be in vain through no fault of your own. And you must keep on going in spite of this because your profession of selling requires it.

Fear of rejection is the biggest obstacle in the success of our sales career. It holds back us from seeing more and better prospect, and translating those calls into more and better sales. The starting point of overcoming fear of rejection is to realise that it is not to the individual. Rejection has nothing to do with you as a person. The prospect does not know you well enough to reject you as an individual. To repeat: rejection is simply not personal. Everyone is bombarded with so much sales proposals in our commercial society that ‘**NO**’ is a standard response to any sales proposal.



Selling is all about converting big ‘**NO**’ to ‘**YES**’. As mentioned above ‘**NO**’ is the standard response in every proposal as our prospect does not know to what he/she is saying ‘no’. Therefore the first step is to convert our prospect from ‘**NO**’ to ‘**KNOW**’. To convert ‘no’ to ‘know’ we should take the **initiative** to know him. If I take the initiative to know him, then he will also come forward to know me. Every action has got equal and opposite reaction, that’s the law of the nature. We can make rules but not laws. If you take the initiative to know your prospect, the prospect will also take the action of knowing you. It may take time; therefore **patience** is another trait to be developed by sales professionals. People are not interested in the product or services; everyone is interested in themselves. First you have to take interest to know your prospect. To know our prospect, we should **respect** our prospect. To respect them, we should **respect their decision**. To respect their decision, we should appreciate or complement of their possessions and what ever they are good at. Every individual is having some bad qualities as well as good qualities. Our job is not to focus on their bad qualities but on their good qualities. This is to be done genuinely. Some of us may not have the skill of appreciating others, but this can be developed through practice and taking a conscious

effort over a period of time and later on it will be a habit for you to appreciate others.

You can appreciate anything and everything whatever you find good in other person: We can travel in an ordinary car or wear an ordinary dress to cover our body or live in an ordinary house. Why does a person take so much pain, effort and initiative to decorate his house or office? Why does a person go for a designer's dress or expensive car? There is an inborn craving to be **appreciated by others**. Does it cost you anything to appreciate others? No, but rarely we do that. We always try to find fault in others.

If you appreciate a person, he will feel good and happy. If a person feels good & happy, he will also find the ways to make you happy (Action ↔ Reaction).

Below I am mentioning a magic formula which I have used during my sales career. You can appreciate anything whatever you find good in that person. If don't find anything specific to be appreciated but everyone is having a family, everyone does some work and everyone takes part in some activities to recreate him. We can enquire and show interest in their areas of interest. But you have to be careful while asking questions. You must respect their privacy. It should not create an embarrassing situation.

**The magic formula is F.O.R.M.**

**F: Family** - How are your parents? How is your child/son/daughter (use name if possible)? Appreciate him/her for being a good father/ mother/ son/ daughter.

**O: Occupation** – What you do for your living? How did you come to this business/ profession? Then appreciate about the good aspects of his job.

**R: Recreation** – I can see that you are working hard. What you do to take out your stress? How do you recreate yourself? What kind of sports do you enjoy? Do you have any hobby (interest)?

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**M: Message:** What for are you there?

\*\* (We discuss in detail during training workshop.)

Positive mental attitude is essential to succeed in sales. A positive mental attitude is best defined as a constructive response to stress. It is a solution-oriented, objective approach to the difficulties and challenges we face each day. **The most important aspect in selling is the art of asking questions and listening patiently to understand the client; so that you can provide the right solution to the client.** Then ask for business and close the sale.

**Confidence in you is essential to succeed in sales. Confidence of the organization depends on your confidence as you represent the organization. The prospect's buying confidence will come from your confidence.**

**Every incident has got a positive aspect and negative aspect how do we take it depends on how we think about ourselves. These thoughts are generating from our mind.** Our mind is a superb instrument or you can say super computer if we know how to use it rightly. But in most cases we don't use the mind, mind uses us. It is always generating thoughts. Unless we take conscious effort to generate positive thought, it will generate negative or destructive thought. We can compare mind like a fertile land. If we don't take conscious effort to grow useful plants, there will be weeds. The quality of our thinking determines the quality of our life.

We can take an incident as failure or learning, feedback or being blamed. It depends on our thinking and it is within us. If you improve the quality of your thinking, you will improve the quality of your life. By using our mind and generating positive thought, we take charge of our life and determine our destination. We move from being powerless to become powerful.

You will be able to determine most of the thing that happens around you by the way you think in advance. The most rapid and positive changes in our personality and our sales results come from the way we change our thinking about ourselves and our possibilities.

***To succeed in sales career physical and mental fitness are must, and to remain fit and healthy following step to be followed.***

***Goal setting ► Mental Preparation ► Action ► cleansing of Mind***

For example: you want to increase your customer base by another 5 new customers in 30 days.

Step 1: On 1<sup>st</sup> of that month please write the goal in a piece of paper or diary that you will have another 10 new customers by 30<sup>th</sup> of that month. ("I will have another 5 new customer by 30<sup>th</sup> of November 2008")

Step 2: Analyze your strike rate i.e. conversion of prospect to customer from your past record. Suppose your strike rate is 5%, then to make 5 new customers you need to talk to 100 prospects. Prepare an action plan to talk to minimum five new people everyday. (Mental Preparation)

To keep yourself physically fit allot 30 minutes of physical exercise of any form.

Step 3: (Action): To remind yourself, maintain a diary to write your goal of getting 5 new