

Salesmanship Secrets

The following is the complete text from the 2nd chapter on Salesmanship Secrets that was featured in our new book.

Mastering Salesmanship is simply knowing how to present whatever it is that you're selling, to the buyer in such a manner that he feels buying it from you will solve his problems or fulfill his dreams.

Anybody can sell anything to anybody. The thing is, some things are harder to sell than others and require different kinds of presentations. Finally, you've got to realize that unless you make your "sales calls", you won't make any sales, and the more sales calls you make, the more sales you're going to sell. In this article a "sales call" is when a person come in contact with your material. It can be your web site, sales letter, email message, etc.

Working by email is really no different than in person, face to face with your prospect. Really, it's just a way of making sales calls more efficiently and economically.

Thus you've got to have your presentation on e-paper, and present it to your prospect just as if you were standing at his front door. You've got to get her attention - you've got to appeal to her interests - you've got to make her understand how her purchase of your product will benefit her - and finally, you've got to close the sale by causing her to reach into her wallet for money or to write out a check for whatever it is you're selling.

You have to remember that even though you're calling on your prospective buyers by email, it's the same as if you were knocking on her front door. Thus it's very important that your material look its best. Make your presentation - form the outside in - look professional and successful. Everyone knows that the opening encounter with the prospect affects the success of the presentation and whether or not a sale is ultimately closed.

Once she's got the email opened and is looking at your presentation, you've got to carry over that image of professionalism and success - make her feel comfortable - be friendly and believable. Stimulate her interest in whatever you're selling by appealing to one of her basic wants, needs or problems with a solution. Don't waste her time with a long and/or complicated dissertation.

Make your presentation flow - anticipate her objections - and logically answer them within your presentation. Explain the benefits to be derived from ownership of your product or service, and then whenever possible, let her see or read of proof or testimonials from people who have already bought from you. Testimonials are an extremely powerful tool.

The most important tactic you want to use is creating the fulfillment she'll have as a result of buying from you. Stimulate her imagination, and explain to her how she can use whatever you're selling to her advantage.

Finally, and most importantly, make it as simple and as easy as possible for your prospect to buy from you. Don't force her to read a long, drawn out sales agreement or contract. Just make your presentation, explain how purchasing from you will solve her problems or fulfill her dreams. Paint a word picture that allows her to see herself solving her problems or fulfilling her dreams with your product. Then give her a simple coupon to fill out and send in along with her cash, check or money order.

The order agreement or simple coupon should close the sale for you - that is, if you've written your presentation properly and she sees what you're selling as an answer to one of her wants, needs or problems - it'll say: YES! I WANT WHAT YOU'RE SELLING! HERE'S MY MONEY - SO PLEASE RUSH IT TO ME!

Too many presentations begin with some sort of story about the seller. Hello there, I'm writing to you from the beautiful beaches of Waikiki; or after a hundred years of research I've found the fountain of

youth; even some such tripe as dear friend - you may not know me but I'm now a millionaire... That's bad, you only can concentrate on how it is going to help them.

When you knock on that door - when you put your presentation on e-paper - when you're trying to sell something by email - appeal to the basic wants, needs or problems of your prospect. He or she wants only to satisfy his or her problems - not read about who or where you are or what you've done. Just ask them if they'd like to know how to make their tires on their car last 10 years or more - if so, let me explain - if not, then you can throw this letter away now because I don't want to waste your time...

Remember that people's wants, needs and problems are changing constantly - and that people are learning all the time. That means that you must constantly be up-to-date with what you're selling, and improving your skills. For more, continue to the next page via the link below.

10 STEPS TO SALESMANSHIP

1. Know and Believe in Your product
2. Package Your Appearance and Character
3. Know Your Customers' Needs
4. Sell The Dreams (Benefits)
5. Show Some Proof
6. Handle The Objections
7. Make Referrals and Friends
8. Develop Your Skill, Learn Everything
9. The Art of Praising
10. Sell Everything Well