

## HOW TO USE THIS BOOK

This book is designed to do one thing: to increase your ability to sell your product or service by showing you how to:

- find prospective customers or clients
- greet and qualify them
- tell your company's "story"
- overcome objections
- close or consummate a sale
- get referrals

It also discusses the five aspects of listening, and points out the difference between a hard sell (that rarely succeeds) and highly professional selling (that gets results). You'll also learn:

- The difference between closing and consummating a sale
- The importance of having a professional image
- The critical need to satisfy customers
- The necessity of setting goals

As you read this book, keep in mind that the practices and contents of each chapter are based on solid sales experience and research, not on theory. You'll learn systems and techniques that you'd be wise to nurture and support. Selling professionally requires that you both modify behavior and alter preconceived ideas. *And this book gives you ways to do both!*

Learning to sell is a lot like learning to ride a bike. You can't ride to your destination by sitting on the sidelines. Similarly, you have to do more than read this book. You have to practice the techniques presented. As you do, keep in mind, that becoming a master salesperson is a process you can't "conquer" overnight. Work through each chapter point by point—as if you're opening a new door to success with everyone that you come in contact. Then refer to this book after every sale as a way to review how you applied these techniques—and praise yourself for doing well.

A sports agent once said, "Free agency is a business; you have to sell an athlete on 30 different teams. That takes work and knowledge of each team to determine their needs. Its hard work, but you get your dues if you know what you're doing."

As you read, you may question the techniques or processes, or believe some are inappropriate. But comments like "This will never work in my area" might simply mean a technique promoted in this book differs from what you're used to. Human nature says if an approach or technique feels uncomfortable, it's easy to declare that "it won't work" and quickly dismiss it. But keep in mind that the infor-

mation here has been used *successfully* to sell products and services over time and across the nation. Don't hesitate to open new doors for yourself!

Learning is about taking risks—and taking risks can be uncomfortable. Yet, that's the exciting aspect of the whole selling process—that's where the juice is! So get ready to use these ideas to step outside your comfort zone. When you do, you'll open doors to greater achievements and financial success. And this book is designed to do just that.

—Henry A. Thomas

## OVERVIEW

This is a wonderful time to be working in the profession of selling.

Regardless of economic ups and downs, this era presents more opportunities for achieving a higher standard of living than ever before. And the engine that makes this happen is the profession of selling. As you continue to upgrade your selling skills, your situation will get even better—and people in lots of other professions can't say that.

In the book, *The Millionaire Next Door*, Thomas J. Stanley and William D. Danko point out that fully 5 percent of self-made millionaires in America are salespeople who have sold for another company, becoming millionaires in a straightforward way.

First, they became superstars at selling; second, they earned an excellent living as a result of their training and

selling efforts; and third, they saved and invested a substantial part of their incomes.

You can too, but your first step is to acquire and hone the excellent skills and knowledge required to succeed in this profession.

Start with the chapter “The Basics of Selling,” which reviews the fundamentals of selling. Except for two chapters—“Training for Results” and “So, You’ve Decided to be a Sales Manager”—all other chapters detail fundamentals on prospecting, presenting, consummating (or closing) a sale, plus asking questions and how to listen to the answers.

The “Team Selling” chapter discusses the importance of having your entire staff sell your operation. Your staff includes, among others, your receptionist, those in your service department, and your contractors. Remember, as critical as sales are to an organization, they’re only a part of a larger system—one that includes marketing, image, reputation, advertising, service, availability of financing, even curb appeal and displays. In today’s economy, and from this time forward, it also includes the quality of the company’s website.

The chapter “Set and Achieve Goals” discusses the benefits of goal setting. If you want a particular goal or result in your life, you can have it—but you have to want it, and you have to be clear about what you want.

Closely related to personal goals is the law of cause and effect. It lives at the core of thoughts and attitudes, and it’s the basis of becoming a great salesperson. Do you think about being a super star, a great salesperson? Do you really

focus on it continually? Is it the thought that consumes most of your time?

To achieve the success that can be readily available to a sales professional, use this book—and adopt unrelenting positive thinking—to lead you where you’ve always wanted to go. *It’s an exciting journey!*

PEOPLE BECOME WHAT THEY THINK.