

Selling Yourself

Steven R. Van Hook, PhD

The science, art, and psychology of sales.

New Vocabulary & Mindset of 'Sales'

- Instead of Sales ...
Customer Service
- Instead of Salesperson ...
Buyer's Agent
- Instead of Advertising ...
Message Integration
- Instead of Prospecting ...
Networking
- Instead of 'If you don't kill it, you don't eat' ...
'If you don't serve it, you don't succeed'
- Instead of PR ...
Relationships and Interactions



Customer Service – Softer Sales



Apple Store Geniuses



iTunes U App:
CUST105

- Compact Customer Service Course
- <http://wwmr.us/wp/courses/>

Tips From Master Sales People



- *The Science of Sales:*
Barry Farber

- *The Art of Sales:*
Gary Gagliardi



- *The Psychology of Sales:*
Dale Carnegie

The Science of Sales

Eight Stages of Sales

- Motivation
- Prospecting
- Needs analysis
- Presentations
- Handling objections
- Closing
- Follow-up
- Time management



Barry J. Farber
Superstar Sales Secrets

<http://www.barryfarber.com/>

The Science of Sales

Motivation Checklist

- Turn fear and failure into a motivating force.
- Use others' criticism as a source of energy.
- Don't dwell on the past.
- Prepare yourself to take action.
- Beware of self-sabotage.
- Learn from the success of others.
- You become what you think about.



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The Science of Sales

8 Keys to Prospecting

- Always be prospecting
- Qualify your prospecting
- Build relationships
- Understand rejection
- Learn from your mistakes
- Believe in your product
- Keep organized lists
- Don't be afraid to move on



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3 Best tips

- Start early, stay late
- Do top-down selling
- Don't judge by facades

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Needs Analysis

Key questions:

- Company's origin
- Company's position in the industry
- Company's products or services
- Company's mission statement
- Company's customers
- Company's main competitors



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Key research resources:

- Libraries
- Internet
- Newspapers
- Company materials
- Oral information

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6 Steps to Power Presentations

- Visualize a successful outcome
- Introduction/building rapport
- Bridge to the business topic
- Questions/needs analysis
- Summarize
- Close for the next step



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3 Best Tips

- Don't overload your audience
- Use stories to illustrate your points
- Say what you mean as simply as possible

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Handling Objections

5 Step Method:

- Listen
- Question
- Rephrase/Convert
- Present solution
- Close for next step



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3 Best Tips

- Don't argue
- Let your present customers help
- Confirm you have answered the objection

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6 Steps for Closing Success

- Ask the right qualifying questions.
- Remember that you sell what your customer sells.
- Get the customer to identifying all the problems that might be solved by your sale.
- Get the customer to acknowledge the value of solving the problems.
- Get the customer's agreement that your product or service solves the problem.
- Ask for the sale.



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The Science of Sales

Follow-Up Checklist

- Write thank you letters
- Call the customer after a sale to make sure s/he is satisfied
- Maintain communications for future sales
- Establish a schedule for follow-up calls and visits
- Deliver more than you promise



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The Science of Sales

Steps in Time Management

- Organize
 - Make 'to-do' lists
 - Have lists for daily, weekly, monthly, and yearly goals
- Prioritize
 - List your to-do's in order of importance
- Focus
 - Pay close attention to the task at hand. Let your lists guide your focus.



Barry J. Farber

3 Best Tips

- Prepare your daily to-do list the night before.
- Cross off your tasks as completed.
- Date your lists and save them.

Gary's Art of Sales vs. Sun Tzu's Art of War

The Art of War

- War leaves behind only 7 of 10 families.
- War consumes 60% of all you have.
- The military commander's knowledge is the key to victory.

The Art of Sales

- 70% of new businesses will fail in 2 years.
- Six of ten sales people must find other careers.
- As a salesperson, your skill makes all the difference in finding business success.



Gary Gagliardi
Sun Tzu's The Art of War
Plus The Art of Sales
<http://www.garygagliardi.com/>

The Art of Sales: The Rules of War



Gary Gagliardi

The Art of War

- If you outnumber the enemy 10-to-1, surround them.
 - If you only outnumber them 2-to-1, divide them.
- If you are equal, find an advantage in the battle.
- If you are much weaker, evade them.

The Art of Sales

- If your product is 10 times better, just take orders.
- If your product is twice as good, pick better prospects.
- If your product is equal, sell only to the best prospects.
- If your product is much weaker, find market niches.

The Art of Sales: Positioning

The Art of War

- Learn from the history of successful battles.
- Save your forces and dig in.
- Listen to the clap of thunder.
- Fight when your position must win the battle.

The Art of Sales

- Learn from the past successes of other companies.
- Say little and learn about your customer.
- Hearing your customer is easy if you listen.
- Close the deal when you are certain you will win the sale.



Gary Gagliardi

The Art of Sales: Momentum



Gary Gagliardi

The Art of War

- You control a large group the same as you control a few.
 - You just divide your ranks correctly.
 - You fight a large army as you fight a small one.
- You only need the right position and communication.

The Art of Sales

- Complex sales are the same as simple ones.
- You only need to divide your time among more people.
- Sales to large companies are the same as sales to small.
- You only need to understand their organization.

The Art of Sales: Persuasion

The Art of War

- There are only a few basic colors.
- You can never see all the shades of victory.
 - You make war using a deceptive position.
- You must master gongs, drums, banners and flags.

The Art of Sales

- There are only a few basic needs.
- You must seek your prospect's unique perspective.
- You must disguise your desire to make a sale.
- Use pictures, props, and showmanship to get their attention.



Gary Gagliardi

The Art of Sales: Moving Forward

The Art of War

- When caught in the mountains, rely on the valleys.
 - To win your battles, never attack uphill.
- Position yourself on heights facing the sun.
- A hawk suddenly strikes a bird.

The Art of Sales

- Within large organizations, start low in the hierarchy.
- To win the sale, never fight upper management.
- Work up to management and get better known.
- Close the sale with good timing.



Gary Gagliardi

The Art of Sales:

The Attack

The Art of War

- Attack with fire.
- To make fire, you must have the resources. To build a fire, you must prepare the raw materials.
- Dead men do not return to the living.

The Art of Sales

- Stimulate desire.
- To create desire, a product must have value to a customer. To stimulate desire, you must know the customer's mind.
- Worthless customers cannot make you successful.



Gary Gagliardi

How to Win Friends & Influence People



Dale Carnegie's Tips

Dale Carnegie Training®

- DaleCarnegie.com
- “Sales Advantage”
- “How to Sell Like a Pro”
- “Leadership Advantage”
- Etc.



Carnegie in a nutshell ...

- **"You can make more friends in two months by becoming really interested in other people than you can in two years by trying to get other people interested in you."**

- Dale Carnegie



Fundamentals

- Speak ill of no one, and speak all the good you know of everyone.
- Say “thank you.”
- Talk about what people want and help them get it.



Ways to make people like you ...

- Be happy to see people.
- Smile!
- Remember people's names!!
- Draw people out.
- Actively research other people's interests.
- Every person feels superior to you in some way.



Win people to your way of thinking

- Don't argue!
- Don't ever tell a person they're wrong.
- If you know you're wrong, admit it.
- Friendliness begets friendliness.
- Never neglect a kindness.
- Emphasize areas of agreement.
- Let the other person talk most.



Win people to your way of thinking

- Let other people come to your conclusions.
- Think always in terms of the other person's point of view.
- All people you meet are dying for sympathy.
- A soft answer turneth away wrath.
- Dramatize your ideas.
- Stimulate their desire to excel.



Be a leader ...

- Don't go in with guns blazing.
- Change 'but' into 'and.'
- Ask questions rather than give orders.
- Preserve others' dignity.
- People crave recognition: praise every improvement however small.



Be a leader ...

- Treat people as if they already had the virtues you wished they possessed.
- Praise the good; minimize the bad.
- Napoleon: “I could conquer the world if only I had enough ribbon.”



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