



How to REALLY Sell

By Guy Arnold

As customers, we know: as soon as someone tries to “sell” to us, we clam up, erect barriers, and do all we can to avoid ‘being sold to’.

In order to combat this, dysfunctional sales techniques have arisen, where sales people (desperate to ‘make a sale’ and ‘achieve budget’) try harder and harder to ‘make the sale’.

This charade ends up as a ‘cat and mouse’ game, where all sides waste time, effort and money:

A ‘lose/lose outcome’ - This is what happens:

Sellers:

- Don’t listen well (they’re too keen to make the sale), so they:
- Make assumptions, to try and sell
- Pre conceived products and solutions, because they NEED to make a sale, and
- Often start at an artificially high price, because they expect to get ‘knocked down’ and
- Don’t ‘have time’ to understand the customer’s REAL needs:
- And besides, they’re the experts in their field, so the customer should listen to them.
- Which takes us back to the top

So buyers fight this by:

- Not thinking their needs through effectively (as the seller will do all the work)

- Creating artificial barriers and hurdles for the seller
- Keeping all their cards close to their chest
- Not telling sellers everything they need to know in order to get the best outcome
- Playing sellers off against one another
- And so are unrealistic about time and money, and
- Procrastinate and waste sellers’ (and their own) time and money

To combat this effectively, we need to:

- Know what’s wrong with ‘traditional’ selling
- Learn TRUE principles of successful selling
- Understand what the customer REALLY wants
- Learn an effective approach to deliver this excellently
- Learn a system and tools to make this happen consistently
- Learn how to measure progress and continually improve

TRUE principles of successful selling

- **Principle 1:**
People BUY things because they want an (emotional) result.
- **Principle 2:**
Attitude is more important than aptitude.
- **Principle 3:**
Selling is about understanding the customer’s REAL needs and then helping to find the best solution for them. NEVER try and ‘sell’ to them!
- **Principle 4:**
Your products or services have NO inherent value: only products or services that meet the customer’s needs have any value.

Principle 5:

You will only sell effectively if you apply these principles within a selling SYSTEM! So, in order to sell effectively, you have to realise that ‘selling’ doesn’t actually really exist!

It’s all about service.

The sales process is simply the first step of service, and you need to see it as this, because people hate to be sold to but love to buy!

So, based on these beliefs and principles, here is a simple step-by-step guide to ‘how to REALLY sell’.

Before you do anything:

- Get your beliefs right
- People are more confused today because they have so much choice, they are also more empowered to find out the truth about you, and to feedback the truth about their experience with you
- Your beliefs shine through like a beacon in everything you do or say through the power of your customers’ subconscious attention
- Your beliefs should be something like:
 - ✓ I am not in business to make money: I am in business to do something so well that people want to buy from me
 - ✓ The fastest way to sell is to honestly help people see what is in their own best interests, whether they buy from me or not
- In an ever-changing world, the one thing you must never change or deviate from is your beliefs.

Before the sale:

1. Remember your beliefs

And be sure that you are dedicated to act in accordance with them, no matter what the outcome.

This article is about...
Tips from Guy Arnold on sales techniques

2. Think of the customer's real needs first:

What feelings do they want from this transaction? Look at the features and benefits of your product or service only through the eyes of the customer and how using them, will make them feel.

3. Go the extra inch:

Make sure you're prepared in your knowledge of your own business and services, and your potential knowledge of your customers' needs.

4. Measure:

Look for measures and facts that will be of interest to your customer and will fit with their real needs.

During the sale:

Remember your beliefs, and be sure that you are dedicated to act in accordance with them, no matter what the outcome.

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About the Author

Guy Arnold is a self-employed business adviser and coach, delivering business support across the UK: specialising in:

- Building sales via consistent delivery of outstanding customer experiences.
- Personal and Organisational effectiveness.
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Guy is a flexible, independent, constructive, and diligent person, known for his focused and positive approach to issues, and thrives by helping others get the best out of themselves.

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A Seven-Step programme to Creative Marketing

By Martin Pollins

Here's a seven-step programme for you to follow to assure yourself of a successful marketing outcome:

1. **Find the inherent "drama" within what you are offering:** The reason why people will want to buy from you should give you a clue as to the inherent "drama" in your product or service.
2. **Translate that inherent drama into a meaningful benefit:** Always remember that people buy benefits not features.
3. **State your benefits as believably as possible:** There's a world of difference between honesty and believability. You must go beyond honesty, beyond the barrier that advertising has erected by its tendency to exaggerate, and state your benefit in such a way that will be accepted beyond doubt.
4. **Get people's attention.** People only pay attention to things that interest them.
5. **Motivate your audience to do something:** Tell them to visit the shop, to phone the office etc. You want to tell them exactly what you want them to do.
6. **Be sure you are communicating clearly:** Recognise that people aren't really thinking about your business and that they'll only be paying attention half the time when they're reading your advert or other promotional literature. "Knock yourself out" to make sure you are putting your message across.
7. **Measure your finished advertisement against your strategy:** Your strategy is your blueprint. If your advert fails to fulfil the strategy, then it is a lousy ad.

With these marketing weapons, you must be creative in how you use them.

Marketing lessons

Remember these key marketing lessons:

- Successful marketing can only be engaged once you have a marketing plan.
- When you start developing a marketing plan you should start to use the word *positioning*.
- Positioning means determining exactly what niche your offering is intended to fill.
- You must then ask and answer: *Who is my Target Market?*

Three target markets have emerged in the Nineties: Women, Older people and ethnic groups.

When you have clearly focused on your market or markets, you can clarify your marketing position. Once you zero in on that position for your product or service, you should measure it against four criteria:

- Does it offer a benefit my target really wants?
- Is it a real "honest-to-goodness" benefit?
- Does it truly separate me from my competitors?
- Is it unique and/or difficult to imitate?

Until you are completely satisfied with your answers, then you should continue searching for another position. Just before you start on your marketing plan, you should practice thinking big. Your finished marketing plan could be 10 pages long, but to start with, make it one paragraph long. And it should be seven sentences long:

- The first sentence tells you the purpose of the plan.
- The second tells you how you'll achieve this purpose, focusing upon your benefits.
- The third tells you the target markets or market.
- The fourth (the longest sentence) tells you the weapons you will employ.
- The fifth describes your niche.
- The sixth tells your identity.
- The seventh tells you your budget, expressed as a % of your projected gross revenues.

Want more? Please download *The Business of Marketing* from www.bizezia.com. It's free and it could make all the difference to your business.

