



The Top Ten Best Selling Tips of All time

John Westman

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Use this book to learn and apply the top ten best selling tips of all time. Exercises help you apply each tip to your specific situation(s). This practical book can improve your persuasion and selling effectiveness. Bonus tips are included to give you even more ideas to become more persuasive.

Book Excerpts:

"You sell. You sell every day. A survey of 4,000 professionals who worked in accounting, finance, human resources, engineering, marketing, sales and other functions discovered that these people 'sell' 40% of the time. Professionals in healthcare and teaching, regardless of job title, are continually 'selling' .1

So, what is 'selling'? Selling is persuading, influencing or convincing other people to do something. Selling is convincing someone else to part with some of his or her resources (time, attention, effort and/or money) for something that you have: an idea, product, or service. Selling is convincing someone else to give up something they value for something you can provide.1 The first 3 liberal arts – grammar, rhetoric and logic - are building blocks for persuasion and selling. They were considered, in the eighth century B.C., to be essential for the educated citizen."

"Tip # 10 - Feel, Felt, Found

This is a classic and useful objection handling technique because it:

- * Validates your customer's ideas and feelings and
- * Relates actual experience from the customer's peers and
- * Highlights the value the product delivers

The technique puts specifics to these three ideas: "I understand how you feel..., others felt the same way before they tried it..., and after working with us, they found...."

For example:

"I understand that you feel that this is an expensive solution, others felt the same way when they first looked at our solution, after they used our solution they found that they saved over \$1 million in the first year."

"Tip #2 - In sales, like in the dictionary, "No" is just a word before "Yes"

When customers say "no", they are really saying that they need to 'Know' more.4

The National Sales Executive Association reported that 80 percent of new sales are made after the 5th contact with a prospect. Pharmaceutical sales trainers teach that a message must be repeated 7 to 9 times to a physician before the physician retains the message. Persistence pays.

"Fall down seven times, stand up eight." – Japanese Proverb

"Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination are omnipotent." - Calvin Coolidge

"Never give up, Never give up, Never give up." – Winston Churchill."

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