



Three Keys to Effective Selling

by
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Short Description of the Presentation:

We all make our livings selling something to someone. It is not a matter of whether you sell or not, it is only a matter of how good you are at it. All sales success is based on the basic principles that are covered in this presentation.

Manage Your Feelings

- Attitude – Act your way into driving your feelings
- Body Language

Five Ways to Build Trust with Your Clients

- Unconditional positive regard (no judgment)
- Give courtesy and respect
- Be on time!
- Listen with positive feedback
- Do what you said you were going to do

Seven Steps to Consultative Selling (putting the customers' needs first)

- Prepare in advance
- Build relationship (small talk)
- Determining needs
- Recommendation
- Presentation
- Handling concerns
- Gain Commitment

Mistakes with Clients

- He said, she said
- Avoid personal options
- Do not knock competition
- Overselling

Summary

- Plan in Advance
- Be client focused
- Take responsibility for action