

The Secret of Selling

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What is selling and how can defining it help increase my sales?

A few years ago, I would've said, "check cashed!" Meaning, until you get your money, there isn't a real sale. I soon realized this definition was too simplistic. I still need to get paid, but there was something missing.

It wasn't just about personality, product or price — because when customers didn't understand the value my product brought them, they were unwilling to pay the price, no matter how much I thought they liked my personality. I realized the "something missing" was a sales process.

I now define selling as the process of transferring energy, emotion, enthusiasm and knowledge of your product to the extent it persuades prospects to exchange their money for your product. So, how is that definition different from just getting paid for selling your product? Well, let's break it down.

A Process - Steps taken when walking a prospect through the early stages of the buying cycle into a closed sale. When this

sequence of events is followed, the odds of a happy customer and higher price tag increase. Your prospect can follow along and it helps them overcome their fear of deciding.

Transfer Energy - Your belief in your product is the internal power you need to present confidently. Think of this energy as your strength of character or internal conviction. People see your energy to follow through on what you say and can count on your leadership in solving their problem.

Transfer Emotion - Let your prospects know you care about them. This is how you show a prospect they can trust you because you're there to help. Use emotion to communicate and connect.

Transfer Enthusiasm - If you're happy, excited and genuinely passionate about what you do, you'll show it on your face and in your body language. Remember, enthusiasm is contagious and everyone becomes excited about the product because of it.

Transfer Knowledge - Explain how security products can enhance your customers' lives. Help them understand

how your product can make everyday endeavors easier and bring them happiness through worrying less about potential loss due to security risks.

Exchange of Money - It's important to remember how hard it is for people to part with their money. No matter the circumstances.

Value - What importance, worth or use does your product bring to the customer's unique situation? Above all, keep in mind what the customer values most — without this, you might lose your sale.

If you want the secret to selling, consider this process. Make sure you're invested in the process, not just the results. Because without the process, there will be no results!

Until next month, always remember, if you do not get the sale, you work for free!

