

# Selling is About Process – Not Personality

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There are a lot of different sales techniques floating around social media – different blogs and posts about closing techniques, overcoming objections and so on. I recently saw a post that gave an example of an objection, then it encouraged readers to respond by commenting how they would overcome it. While it's fun to share sales techniques, it's important to realize there's not a magic phrase that will make you rich? Making a sale doesn't work that way.

The real secret: People buy just like you do. If you understand your own buying behavior and have a proven sales process, you're on your way to being able to sell to anybody.

Making a sale is about the process, not your personality, product or price. Using a sales process to understand how and why people buy allows you to communicate your value proposition in a language they understand. With a solid sales process, you can show a potential customer how your product is good for them.

Remember, it's our job to educate customers about the product they're buying and why ours is the best on the market. But they don't want to be talked down to, bullied or spoken to like they're two years old. We must educate in a professional way. Plus, your customer needs emotion from you to feel good about their decision, so be sure to share your enthusiasm and passion for your product.

If, however, you don't believe that your product and service are the most important things they buy, then you won't be good at selling it. Without believing in your product, you won't be able to transfer that

enthusiasm and passion for your product to your customer.

Salespeople often ask me why a potential customer didn't buy, saying "I did everything right – they liked me, and my price was competitive, but they wouldn't say yes." When salespeople ask me this, they're looking for validation that it was the customer's fault and not theirs. The truth is that they did not follow a process, they tried to "sell them" rather than "help them." The seller didn't understand what the prospect really wanted from them or the customer's value consideration.

This isn't surprising when considering only 39% of people intend to get into sales. Of those, only 30% had any formal sales training and only 17% have read a book about sales. Add to that, salespeople spend 62% of their days handling administrative tasks, yet 71% of them say their number one priority is to close more business. Does this sound like a group of people who may be confused about what they're trying to accomplish?

Statistics show that salespeople need training. Unfortunately, statistics also show that most won't take the time to get the help they need – roughly 80% of salespeople don't invest in sales training for themselves, leaving only 20% who will invest in their careers.

I'd like to encourage that 20% – those of you who seek out ways to practice bettering yourselves – to continue learning the skills that will provide you with extra perks and income. So, for the "twenty percenters" who want to improve, here's what you will learn in my sales training class:



- Believe in yourself, your company and your product.
- Assume the sale before you start.
- Have and follow a sales process with no shortcuts.
- Discipline of the basics is worth more than any other technique.
- All prospects have motive for what they do.
- Ask the right questions and you'll find the prospect's motive to buy.
- Present the product as more valuable than the cost.
- Closing is not mysterious or scary it's just helping the prospect decide.
- Objections are a request for more information - you need a process for that too.
- People don't give referrals to salespeople; they give them to professionals who ask the right questions.

Throughout my 40 years in sales, I've seen a lot of people struggle. Most salespeople mean well but were never taught the necessary skills to begin with. When I first figured this out, my close rate soared from around 20% to almost 90%! Rather than take my chances and rely on a canned close and personality, I've accomplished this with a proven sales process taught to me by my mentor.

Happy selling my friends!