

# Principles of Selling

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Often, salespeople will jump into pitching their products to potential customers without first identifying the customers' pain points. Until you have identified the problems your product or service will solve, your pitch won't be applicable to your prospect.

Remember, prospects are motivated by their specific needs. Throughout your presentation, make an effort to address their needs and make them feel heard. Throw out "I" and instead use "you" and "yours" and address the prospect by their name. Taking the time to acknowledge their concerns and paying attention to their needs will go a long way.

You will never know what your prospects are thinking unless they tell you, which is why

it's important to not get so carried away in your pitch that your customer can't get a word in. Many potential sales have been lost because the salesperson talked too much and went on for too long.

Get your prospects involved in the conversation by asking them questions. Not only will they appreciate you taking the time to listen, but with the information you learn, you can adapt your sales pitch to be more effective.

Under no circumstances should you argue with a customer. If you do, you'll quickly lose your sale. If an argument threatens to develop, quickly go back to points the prospect has agreed with and get the conversation back on track.



A sales pitch is always controlled, either by you or the prospect. Determine exactly what, when and how you are going to say your presentation. The more prepared you are, the easier it will be to maintain firm, but polite control. As always, feel free to reach out to me with any sales-training related questions or concerns.

And always remember, if you don't make the sale, you work for free.