

HOW TO SELL ANYTHING TO ANYBODY

IT ALL STARTS WITH A QUESTION WHAT DO YOU WANT



Like every endeavour in life, the quickest way to failure is not to have a goal. Goals:

- Motivate you
- Set direction
- Keep you focused
- Build resilience

Knowing what you want will keep you going. You have to see every move as a way of getting what you want.

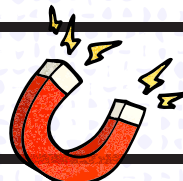
YOU DON'T HAVE TO BE A GENIUS TO BE GREAT AT SALES

The secret to becoming great at sales is simple. It is about how you treat people, **your customers.**

- Treat everyone with respect
- Every person is important
- Only sell quality products
- Be honest upfront



HOW TO GET LEADS



GIRARD'S LAW OF 250

Everyone knows 250 people in his or her life important enough to invite to the wedding and the funeral - 250!

If you see 50 people each week and only 2 are unhappy. By the end of the year, there could be 26,000 people who think of you as a terrible salesman.



WHO IS YOUR CUSTOMER

Prospects may think of you as the enemy.

Don't let your feelings affect how you treat your customers.



Treat your customers as:

- The most important thing in the world to you.
- As people and as friends.

HOW TO FILL YOUR PIPELINE

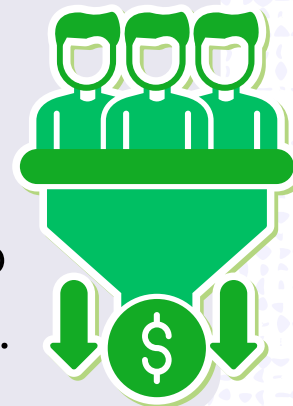
Personalize Everything

Lead Generation Tips:

- Get to know your customers
- Send a personalized e-mail
- Tell everyone what you do
- Ask for referrals

Bonus Tip:

Leave a business card with your tip at the restaurant.



HOW TO CLOSE



SPREAD THE WORD

Build a mailing list

How to spread the word:

- 1 Send a weekly how-to guide.
- 2 Send holiday greeting cards, address by hand.
- 3 Send a handwritten thank you letter.
- 4 Be creative... find a way.

CLOSE THE SALE

- ▶ Plan every sales encounter and work your plan.
- ▶ Offer perks. Give a little to get a lot more back.
- ▶ You never get caught by telling customer the truth.
- ▶ Give the product to customer before you close the sale.

GET THE REFERRAL

Ask your customers for help and pay whatever it is worth.

- Pay for referrals
- Never skip paying a referral
- Always pay for referrals

Give amazing deals to people who have influence.

Get your barber to talk about you.

