



Strategic Visions Inc.

Increasing Performance, Productivity, and Profitability

Catalyst Selling from A-Z

Sales and selling are strategic to acquiring new business and sustained growth. Without a strong sales effort, a company becomes a mere breeze in the whirlwind of competitive business. As goes a company's sales prowess so goes its sales, and in time, so goes the company. Consider the A-Z approach to increasing your selling prowess and sales:

Always ask for the prospect's business at least three different times in three different ways
Body language surpasses the spoken word in communicating; let your body speak on your behalf
Crossover from the logical side of selling to the emotional side, emotions sell, logic justifies the sale
Determine the prospect's dilemma and personal emotional involvement; help (sell) from there
Effect your prospect solution package to comprise Price, Quality, Results, Support, and Trust
Find more attractive solution packages and cost effective options for your prospect
Gusto lacking, so is your getup and go; stay passionate about selling, your success depends on it
Help the prospect succeed at what they do or want to do, and the sale is yours for the asking
Image the prospect's destructive consequences and your situation enhancing solution
Jabber jinxes if not jeopardizes your chance of opening a relationship and closing a sale, shut up
Keep the prospect in their comfort zone with your solution package; people resist change
Listening is the best way to answer your questions, the better the question the fewer asked
Mind your Ps and Qs, probe for the prospect's PEI and qualify prospect quickly
Network for introductions, information, and insight to referrals
Ostracize useless activities, self-defeating thoughts, and unsupportive people from your life
Probe with determination to qualify the suspect to their dilemma, dollars, and decision
Quickly learn their interest; their true need will become more apparent
Rebound from adversity with more energy by not take rejection personally; move on emotionally
Self-discovery, self-motivation, and self-resolution guides the prospect to self-closing
Trust is the basis for all sales, when given a choice people buy from those they trust, make it you
Understand the prospects' interests and intentions, their needs become clearer
Vague, vacuous messages are difficult for prospects to visualize; perceived value is in visualization
Work at being fluid in thought, flexible in your solution package, and focused on helping
Xenophobia keeps you from effectively networking and cold calling; new people mean new sales
Yesterday's sales count, today's sales will count, and tomorrow sales never count, focus on today
Zero excuses for less than desirable sales should drive you to improve daily as a salesperson

Selling becomes easier when you do not sell but help others succeed at what they do or want to do. Start profiling your way to success by identifying those who have the complex problems you readily fix, constitute the most profitable sales, and become loyal customers. By mastering the art and science of sales and selling, you will never have to scramble around for a sale or customers.

John O'Malley
Strategic Visions, Inc.
337 Turnberry Road, Birmingham, AL 35244
205-995-8495, www.strategicvisionsinc.com