



The Seven L's of Successful Selling

Let the prospect talk more than you, a lot more.

Listen for insight; read between the lines to understand the real “who, what, where, when, why, and how” of the prospect’s situation (personal dilemma).

Learn the prospect’s *true interests* regarding their situation, then try enhancing their situation (Macro) based on those interests instead of talking about a specific solution (Micro).

Leverage you and your products/services to make customers more profitable at what they do, improve their quality of what they deliver to others, and increase their competitiveness.

Look for every opportunity (ways and means) to cost-effectively exceed your customer expectations.

Leave poor accounts and customers to the competition, focus not on volume but profitability.

Love being a sales professional and selling; be proud of your chosen career and you will never have to go to work again.