

Selling Yourself and Your Product

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Basic Premise: Whether you are selling real estate, transportation, insurance, or teaching a class, first you must convince the customer you are trustworthy and committed in doing what is best for them. They don't care how much you know, until they know how much you care. A successful salesman knows people do things for their reasons and not yours. In other words, the recipient of your product must see the benefits involved and how losses may be avoided. Consider these tips for success.

- 1. It's your attitude that makes the difference.** Attitude is everything. When you are enjoying yourself, the customers can sense it. Great attitudes are contagious, make sure yours is worth catching. Emerson said, *"Who you are speaks so loudly, I cannot hear what you say."*
- 2. Personal motivation is a must.** You must have an intense burning desire to constantly improve your drive and determination. Learning as much as possible about your product and how you may help the customer benefit will increase your level of belief. Belief in your product helps maximize the faith you have in yourself.
- 3. Self-Confidence is a given.** When you control your feelings and utilize attitude motivation, the end result is self-confidence. Confidence gives you the energy necessary take on challenging tasks. When you successfully complete a demanding mission you experience personal growth. To build trust you must exemplify competence and character.
- 4. Have a deep down desire to succeed.** Internal motivation to be the best you can be will assist you in developing the courage necessary to overcome obstacles and take advantage of opportunities. Use the powerful tool of visualization to see yourself being successful. *"All our dreams can come true – if we have the courage to pursue them."* Walt Disney
- 5. Persistence is a valuable characteristic.** Have a plan to deal with criticism and rejection. Understand that rejection may mean correction, and that follow-up is critical to reaching some prospects. Have that attitude Susan B. Anthony expressed when she said, *"Failure is impossible."*
- 6. Do Your Follow-up.** Develop a master list of prospects and determine the best approach to use for each. Keep thorough records and read you latest entry so you know what you need to do next.
- 7. Know your product.** Make an effort to continually work on building your knowledge base. Classes, workshops, and reading about your product will enhance your degree of belief.
- 8. Be a goal setter.** Goals give direction to our dreams. Ben Franklin said, *"Going through life without a goal is like shooting without a target."* Short range, intermediate, and long-range goals are essential for success.
- 9. Maintain a professional appearance.** Look sharp, be prepared, and get a good night's sleep. When you are interacting with, and serving people, it is essential to have unbounded energy and the will to go the extra mile. You have only one opportunity to make a good first impression.
- 10. Master the art of sales.** Study various approaches on how to reach diverse people. Know that different individuals may comprehend facts and statistics differently. Utilize a wide variety of methods to communicate and close. Have as many tools in your toolbox as possible. *"You may have to fight a battle more than once to win it."* Margaret Thatcher
- 11. Empathize with the customer.** Put yourself in the other person's shoes. How do you like to be treated? The ability to identify with the thoughts and feelings of others is essential.
- 12. Have fun!** Enjoy interacting with people and providing them with the education and service vital to improving the quality of their lives. Always remember Henry Ford's statement, *"Failure is only the opportunity to begin again more intelligently."*