

Sell More!

The Secret to Selling You and how to avoid the 6 major causes of failure in sales.

The reason most people don't sell more is because they really don't understand people. They don't understand themselves well enough, what makes people buy and how their mindset may be sabotaging their sales.

1. A poor attitude. Most people have inherited the wrong attitude towards selling because of what their parents thought about salespeople or selling as a profession.
2. Lack of ambition. Most people don't have a clearly defined, definite purpose or goal they are working towards so they don't have a strong enough desire to get them to do what needs to be done. They have excuses and alibis to cover up their lack of achievement.
3. Poor habits and no self-discipline. Most people don't know how to form goal achieving habits that stick and they have have a weakness of attention.
4. Procrastination. Average salespeople put off doing what's important and they don't understand what causes their indecision, let alone how to stop it.
5. Poor money mindset. People have inherited beliefs about money and earning money that just aren't true and they have a hard time asking for money. Their own self-worth stops them from earning what they deserve.
6. Fear of criticism People are too concerned with what people think. They have inherited a fear of criticism so they're reluctant to approach people even when their product or service can really help.

- The first thing you need to do in order to sell more is decide on exactly how much money you want to earn to live the way you want.
- You need have a crystal clear goal that you are shooting towards and it must be short term so you can see the end in sight. It could be a sales target, an award or recognition or an income target.
- Outline clearly the service you're going to provide in return for what you will earn and fall in love with the idea of helping others. If you want to get rich from selling, enrich the lives of your prospects.
- You're going to have to change your mind about what selling is. Selling is helping. Find out what people want and help them get it.
- You need to understand what makes people buy from you. People are aspiring to be better and do better and they have problems that they are looking for help to solve so they can enjoy their life.
- Find the main point and stick to it. Once you find out what the main problem or pain point is for your customer, focus on it and show them how you can help them solve it. Your job is to lead or guide people along to help them get what they want.
- People buy from their emotions, not from facts. They start out wanting the facts but the truth is they want to improve their life and how it makes them feel. You've got to get really involved in what they want. Get emotionally involved with their needs and wants.
- Learn to love objections. Objections give you all the clues you need to figure out how to help your prospect. Objections are not rejection!

Exercise: Ask yourself these questions:

What are the words that come to your mind when you think of salespeople?

Make a list of the adjectives that you can think of.

What did your parents tell you about salespeople?

What were told about earning money?

Make a list of all the things you love about helping people.

How does your product or service benefit people and how does it help them do better and become better. Make a list of all the benefits you offer and the problems you solve for people.

Decide where you are going to be 90 days from now. Set a short term goal right now.

List 6 goal achieving actions you can do every day that would boost your sales.

Everyone is a salesperson. Whether you are selling your value in a job interview or selling the idea of buying that sports car to your spouse, you are always in the depths of trying to convince others of something. - Doug



Real Advice That Works