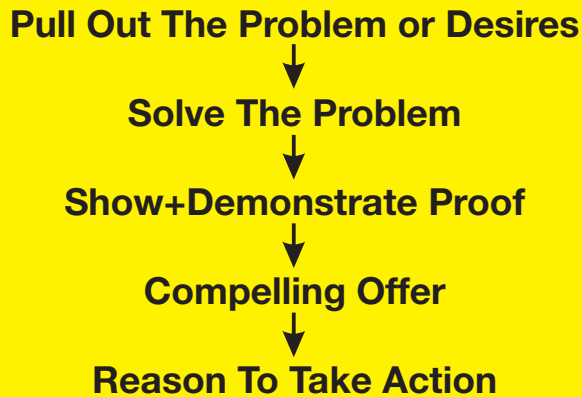


# SUCCESSFUL SELLING IN A NUTSHELL

## SALES PROCESS



## MINDSET

- Pull Out Problems
- Don't Push Solutions
- Questions Are The Key
- Don't Talk Too Much
- What's In It For Them?
- Listen More

**"PRESCRIPTION BEFORE DIAGNOSIS IS MALPRACTICE!"**

## UNDERSTAND THE MARKETPLACE

- List Your Prospects & Clients:
  - ..... common frustrations
  - ..... common fears
  - ..... common desires
  - ..... common dreams
- What Pain Or Want's Do They Have?

## REMEMBER TO COVER

- Features → What Your Products Have
- Advantages → What The Features Do
- Benefits → What The Features Mean
- Motives → What The Features Satisfy

USPs are great but  
ESPs are even better  
"Emotional Selling  
Proposition" i.e What  
feelings do your products  
and services give your  
prospects? Importance,  
safety, prestige etc

**"FIND OUT WHAT YOUR  
PROSPECTS WANT,  
THEN SHOW THEM  
HOW TO GET IT"**

**"IT DOESN'T MATTER WHAT YOU THINK YOU'RE SELLING  
THAT COUNTS, ONLY WHAT THE PROSPECT THINKS THEY ARE BUYING"**