

The Selling Process (Business Development #8)

How important is the Selling Process in Your Life?

It is very important in all things you do in life for success!

Without knowing and understanding this, your selling success will be limited. Some of the steps in the selling process are outlined below:

Sell You First:

You cannot move the selling process forward until you qualify your client's needs and concerns. And you cannot qualify your client's needs and concerns until your client feels comfortable enough with you to discuss his or her business.

Open Dialogue:

To resolve this dilemma, you must open a dialogue with your client, and then establish rapport by being open, honest, and nonjudgmental, and maintain a positive, enthusiastic attitude about your work.

See You through your Clients Eyes:

- Be friendly and optimistic
- Balance aggressiveness and being too timid
- Avoid personal criticism
- Do not use inappropriate language humor
- Do not make your client feel defensive

Listen to Your Clients:

- Pay attention to your clients' concerns
- Do not interrupt your client
- Write down your client's ideas

Ask for Your Clients' Help:

- Do not be arrogant about your success
- Your clients are experts
- Shoot straight if you are shooting from the hip
- Acknowledge contributions
- Do not become a teacher or evangelist