


Successful Selling Begins with You!
A Presentation by:
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Introduction



- Behind every product lies the people.
- In today's competitive arena, the only people who true winners are those who invest in their own human capital.
- People rarely succeed unless they have fun doing it.

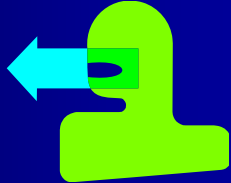
Traits of Successful Salespeople:



- They are passionate about their work.
- They believe in their product.
- They become an expert in their field.
- They are persistent in their efforts.
- They learn from their mistakes.


Powerful Words

- Out with the old, and in with the new!
- Integrate the following words into your vocabulary:
 - Neighborhoods
 - Solutions
 - Features & Benefits
 - Convenience
 - Relaxation
 - Quality



Sell Benefits, Not Features

- Understanding that customers buy for end-result benefits give you an edge.
- Create more value for customers and they will pay you more.



What Customers Buy



- The most basic question you can ask yourself is:
 - What business am I really in?
- To help you answer this question you might also answer these questions:
 - What am I really selling?
 - Why do people do business with me?
 - What value do I give customers that they can't get elsewhere?