

Phil M Jones

**EXACTLY**  
**HOW**  
**TO SELL**

The Sales Guide for  
Non-Sales  
Professionals

**WILEY**



**EXACTLY  
HOW  
TO SELL**



**Phil M Jones**

**EXACTLY  
HOW  
TO SELL**

**The Sales Guide for  
Non-Sales  
Professionals**

**WILEY**

Copyright © 2018 by John Wiley & Sons. All rights reserved.

Published by John Wiley & Sons, Inc., Hoboken, New Jersey.

Published simultaneously in Canada.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher, or authorization through payment of the appropriate per-copy fee to the Copyright Clearance Center, 222 Rosewood Drive, Danvers, MA 01923, (978) 750-8400, fax (978) 646-8600, or on the web at [www.copyright.com](http://www.copyright.com). Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, (201) 748-6011, fax (201) 748-6008, or online at [www.wiley.com/go/permissions](http://www.wiley.com/go/permissions).

**Limit of Liability/Disclaimer of Warranty:** While the publisher and author have used their best efforts in preparing this book, they make no representations or warranties with respect to the accuracy or completeness of the contents of this book and specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended by sales representatives or written sales materials. The advice and strategies contained herein may not be suitable for your situation. You should consult with a professional where appropriate. Neither the publisher nor the author shall be liable for damages arising herefrom.

For general information about our other products and services, please contact our Customer Care Department within the United States at (800) 762-2974, outside the United States at (317) 572-3993 or fax (317) 572-4002.

Wiley publishes in a variety of print and electronic formats and by print-on-demand. Some material included with standard print versions of this book may not be included in e-books or in print-on-demand. If this book refers to media such as a CD or DVD that is not included in the version you purchased, you may download this material at <http://booksupport.wiley.com>. For more information about Wiley products, visit [www.wiley.com](http://www.wiley.com).

### ***Library of Congress Cataloging-in-Publication Data***

Names: Jones, Phil M, 1981- author.

Title: Exactly how to sell : the sales guide for non-sales professionals /  
Phil M Jones.

Description: Hoboken : Wiley, 2018. | Includes index. |

Identifiers: LCCN 2017049914 (print) | LCCN 2017050805 (ebook) | ISBN  
9781119473466 (pdf) | ISBN 9781119473398 (epub) | ISBN 9781119473459  
(hardback)

Subjects: LCSH: Selling. | Marketing. | BISAC: BUSINESS & ECONOMICS / Sales &  
Selling. | BUSINESS & ECONOMICS / Marketing / Telemarketing.

Classification: LCC HF5438.25 (ebook) | LCC HF5438.25 .J6586 2018 (print) |  
DDC 658.85—dc23

LC record available at <https://lcn.loc.gov/2017049914>

Cover Design: Wiley

Printed in the United States of America

10 9 8 7 6 5 4 3 2 1

*To my friend Randy Richman, for giving me  
more than he will ever get to know.*





# CONTENTS

INTRODUCTION		xi
Chapter 1	A Shift in Mind-Set	1
	<i>Salespeople or Sales Professionals</i>	1
	<i>Choosing Your Focus</i>	4
	<i>Sales Is a Philosophy</i>	12
	<i>Is It Worth It?</i>	16
	<i>The Value of a Customer</i>	18
	<i>Make It Work on Paper</i>	19
	<i>The Two Most Important Questions</i>	21
Chapter 2	The Quest for Confidence	23
	<i>Have You Done Your Homework?</i>	26
	<i>Making Your Own Luck</i>	28
	<i>Tools of the Trade</i>	29
	<i>Keeping Your Head in the Game</i>	31
	<i>Know Your Enemy</i>	33
	<i>Levels of Success: Thinking BIG</i>	34
Chapter 3	Opportunity Is Everywhere	39
	<i>What Face Are You Wearing?</i>	40
	<i>Networking for Success</i>	42
	<i>What's in a Name?</i>	45

	<i>Making Yourself More Memorable</i>	46
	<i>Become the Expert</i>	47
	<i>Better Than a Brochure</i>	48
	<i>Let's Get Social</i>	49
	<i>Social Proof</i>	53
	<i>Giving Testimonials</i>	56
Chapter 4	Defining Your Sales Process	57
	<i>Pick Up the Phone</i>	58
	<i>A Guaranteed Success Formula</i>	62
	<i>Show That You Care</i>	65
	<i>Choose Your Allies</i>	67
	<i>Some Simple Tips</i>	70
Chapter 5	Making the Moments Count	73
	<i>Who Holds the Controls?</i>	73
	<i>Easy First Yes</i>	77
	<i>What Selling Really Is?</i>	78
	<i>Prod the Bruise</i>	79
	<i>Make It Easy to Buy</i>	81
	<i>Put a Bow on It</i>	82
	<i>Choose Your Words</i>	85
	<i>Your Sales Presentation</i>	92
	<i>Closing the Sale</i>	98
	<i>Buying Triggers</i>	103
Chapter 6	Maximizing Opportunities	105
	<i>Stop Overselling</i>	107
	<i>Pricing</i>	108
	<i>Your Downsell</i>	109

	<i>The Simple Upsell</i>	110
	<i>Creating Offers</i>	112
	<i>Should You Give Discounts?</i>	116
	<i>A Secret Ingredient to Success</i>	117
	<i>The Four Rs</i>	118
Chapter 7	Overcoming Indecision	121
	<i>Avoiding Objections</i>	122
	<i>Tackling Objections</i>	124
	<i>Negotiate Like a Pro</i>	126
	<i>Persistence</i>	128
	<i>Playing Devil's Advocate</i>	129
Chapter 8	Protecting Your Investment	131
	<i>The Database</i>	132
	<i>The Drop-In</i>	133
	<i>The Phone Call</i>	134
	<i>The Newsletter</i>	134
	<i>The E-Newsletter</i>	135
	<i>The Blog</i>	135
	<i>The Facebook Presence</i>	136
	<i>The Twitter Account</i>	136
	<i>The LinkedIn Account</i>	137
	<i>The Website</i>	137
	<i>The Get-Together</i>	138
	<i>The Letter</i>	138
	<i>The E-Mail Offer</i>	139
	<i>The Direct Mail Offer</i>	140
	<i>The Gift</i>	141
	<i>The Pat on the Back</i>	142

<i>Certificates and Awards</i>	142
<i>The Text Message</i>	142
<i>They All Tune In to the Same Station</i>	143
<i>It Is the Thought That Counts</i>	143
ABOUT THE AUTHOR	145
ACKNOWLEDGMENTS	147
INDEX	151

## INTRODUCTION

**T**his book is designed to do exactly what the title says: to provide you with a hand-held walk through the myriad factors that influence the decision-making process and allow you to achieve more success through empowering more people to choose you, your product, or your service.

Personally, I have been a student of self-development from as early as I can remember. I've attended countless seminars, read hundreds of books, and invested time to learn from an abundance of exceptional people. The reality was that from each of these prior studies, on every occasion, I failed to retain all the information and only managed to use the parts that were most relevant at that time.

When I decided to write this book, my goal was to provide something that would serve readers in many ways. You can read it cover to cover, scribbling notes and actions for yourself; you could lift parts of it and use them to train your own people; or you could keep it close by and use it for inspiration as you go through changes in your business and are looking for some external influence. Above all else, remember that this is your book—a working document. Scribble on it, place markers in it, and make it your own. It is expected to spark ideas and actions that are not written on these pages, so it may help to keep a notepad handy as you craft your own action list inspired by the lessons you absorb from this read.

Refining your craft as you grow your own success is an ongoing discovery and this book is something that can be revisited time

and time again as you look to launch new ideas, are looking for flashes of inspiration or you are preparing for a new opportunity. Each time you read it then expect to take something new from it, this is a sign of your personal growth and the circumstances you are currently in. Take ownership of this book and use its guide to spark curiosity in you to further develop your skills in winning business by exploring the works of others as you take deeper dives into the principles shared with you.

Your next big break could be just one call or meeting away, let's see how what you learn in this read can get you better prepared to seize that moment.

**EXACTLY  
HOW  
TO SELL**





# 1

## A SHIFT IN MIND-SET

**I**t is rare that you meet a child who has aspirations of growing up to be a salesperson. You do hear alternatives such as politician, lawyer, doctor, sports professional, or artist—and in all these examples, the commonality is that without the ability to influence, persuade, and negotiate, the chances of success are highly reduced.

Having a talent or ability to perform is not enough by itself to secure success. Through the years there have been countless examples of highly capable businesspeople failing because of one simple reason: they did not know how to sell.

### SALESPEOPLE OR SALES PROFESSIONALS

Finding yourself in a sales role quite often happens by accident. Perhaps you have just started in business or had an urgent business need, or maybe somebody else has put you into the role. The truth is we are all salespeople, and in every part of life, sales skills are useful tools in helping us to climb the ladder and realize

more of our potential. When you reflect on almost everyone who has achieved a significant level of success, you will typically find that their achievement has been enabled, amplified, or accelerated through their ability to sell.

“Sales” is certainly not a dirty word. To illustrate my point, here are some high achievers I would class as being some of the most successful sales professionals on the planet:

- Steve Jobs
- Martha Stewart
- Leonardo DiCaprio
- Martin Luther King, Jr.
- Nelson Mandela
- Sir Alex Ferguson
- LeBron James
- Richard Branson
- Oprah Winfrey
- J. K. Rowling

There is probably a huge difference between your initial image of a salesperson and these decorated professionals.

During my seminars I often ask audience members to reach for adjectives that would describe a stereotypical salesperson. Common responses almost always include these words:

- Pushy
- Greedy
- A con man
- Obnoxious
- Overly friendly
- A liar
- Annoying