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4th Edition

Selling

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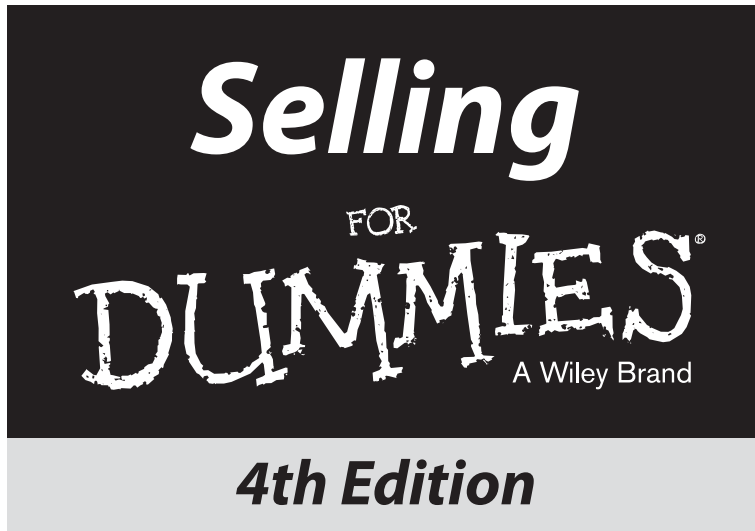
Learn to:

- Find, research, and win over potential clients
- Create and give winning presentations
- Close the sale
- Follow up and build strong relationships

Tom Hopkins

Chairman of Tom Hopkins International Inc.





by Tom Hopkins

FOR
DUMMIES[®]
A Wiley Brand

Selling For Dummies®, 4th Edition

Published by: **John Wiley & Sons, Inc.**, 111 River Street, Hoboken, NJ 07030-5774, www.wiley.com

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Published simultaneously in Canada

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Library of Congress Control Number: 2014951025

ISBN: 978-1-118-96723-2 (pbk); ISBN: 978-1-118-96725-6 (ebk);

ISBN: 9781118967249 (ebk)

Manufactured in the United States of America

10 9 8 7 6 5 4 3 2 1

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Introduction

Welcome to *Selling For Dummies*, 4th Edition. Although this book is about selling products and services to businesses and consumers, it goes beyond that knowledge. This book is really about people skills. After all, knowing how to get along well with others is a vital skill — especially if your career involves persuading them toward ownership of your ideas, concepts, products, or services.

If all you want to do is discover how the masters of sales accomplish what they accomplish, you would be able to do that just by reading this book. But if you want to achieve that master's status in sales for yourself, then you have to do more than a one-time read-through. Think of this book as a reference tool — it's designed to help you discover the basic techniques of sales and establish a strong foundation of good habits on which to build a great career. So don't save a space for this book on the top shelf of your bookcase with all the other dust collectors. Keep it within easy reach so when you need to refer back to one of its pearls of wisdom for encouragement, you won't have far to go.

To be successful in sales, you must be flexible, have good listening skills, and be willing to put others' needs before your own. With the selling skills covered here in your arsenal, you'll have more happiness and satisfaction in *all* areas of your life, not just in your selling career (although your career will certainly benefit, too).

About This Book

Selling For Dummies, 4th Edition, can help you get more happiness and contentment out of your life right now by helping you gain more respect, earn more money and more recognition for the job you do. It can help you get more agreement from your friends and family, have more control in negotiations, and of course, garner more sales. Above all, this book is a reference tool, so you don't have to read it from beginning to end. Instead, you can turn to any part of the book that gives you the information you need when you need it. And you can keep coming back to the book over and over throughout your selling days.

As the original dummy in sales, I'm the perfect person to write this book. I started my selling career in real estate at age 19. Real estate may have been a

great career choice, but at the time I owned neither a suit nor a car. All I had was a band uniform and a motorcycle. And believe me, selling real estate on a motorcycle wasn't easy; rather than loading up the prospective buyers in my car, I had to ask them to follow me to the properties and hope they didn't get lost along the way. When they finally came to their senses and realized that this kid couldn't possibly be for real, they'd keep going straight when I'd make a turn. (To make things even worse, wearing a woolen band uniform in Southern California's summer heat didn't allow me to present the coolest image, either.)

But I stuck it out because I knew there was big money to be made in the selling business — if I could just find out what the successful people were doing that I wasn't. I learned it all the hard way, through trial and error. Early in my career, a professional, experienced salesperson told me I had to learn how to *close*, meaning “to close the sale.” I responded, “I don't have many clothes.” See why I only averaged \$42 a month in my first six months of selling real estate?

Needless to say, I've come a long way since then, and it thrills me to give you the chance to benefit from the mistakes I made, as well as from the subsequent success I've had. Yes, I've had successes. I achieved my goal of becoming a millionaire by the age of 30, beating my own deadline by nearly three years! At age 27, I was one of the most successful real estate agents in the whole country — a guy who started without a decent suit or a vehicle with four wheels! Just goes to show you that it doesn't matter how much of a dummy you are on this subject when you start. With this book by your side, serving as a reference for all the selling situations you encounter, you'll master the selling, persuasion, and people skills you need to really shine.

Foolish Assumptions

When writing this book, I assumed that its readers would either already be in sales careers or considering going into sales. It doesn't matter whether you're selling corporate jets or cookies, the basic selling strategies apply simply because you're selling to *people*.

I also assumed that you like people in general and that you enjoy working with them. You're not a hermit or a recluse, you don't have an extreme case of anthropophobia (a fear of people), and you aren't painfully shy.

Another assumption is that you're interested in learning and willing to experiment and apply the strategies in this book. If you're not serious about at least trying something new to get different results than you're getting now, you might as well give this book to someone else. This book contains answers, strategies, and tactics for successfully selling products and services, but they won't work until you put them to work.

Conventions Used in This Book

To help you navigate this book, I include the following conventions:

- ✔ **Boldface** highlights key words in bulleted lists and action steps that you should follow in a specific order.
- ✔ Defined terms and words I choose to emphasize are in *italics*.
- ✔ Web addresses appear in `monofont`.

When this book was printed, some of the Web addresses I reference may have needed to break across two lines of text. If that happened, rest assured that there are no extra characters (such as hyphens) to indicate the break. So, when using one of these Web addresses, just type in exactly what you see in this book, pretending as though the line break doesn't exist.

I also use some terms interchangeably in this book. For example, the people you look for to present your offering to may be called *prospects* or *buyers* in one area. In other areas, I refer to them as *potential clients*, which I believe creates a more positive, powerful mental image about who they are.

Icons Used in This Book

Icons are those little pictures in the margins throughout this book, and they're meant to draw your attention to key points that are of help to you along the way. Here's a list of the icons I use and what they signify.



When you see this icon, you can bet that stories from my years of experience in selling and from my students' experiences are nearby. And, oh, what stories I have to share. . . .



This icon highlights phrases to say to go beyond the basics and become a true champion at selling. This icon highlights sample exchanges between you and your prospective client so you can see exactly how a conversation can develop if you know just what to say.



I once had a college professor who told us that he didn't care whether we were awake or slept in his class as long as we learned the things he highlighted with red flags — because those were the areas we'd be tested on. So instead of being the typical warning that red flags usually indicate, this icon highlights the crucial pieces of information and skills you need for

selling anything. When you see this flag in the margin, take notice. Great selling tips are at hand.



Some things are so important that they bear repeating. So this icon — like a string tied around your finger — is a friendly reminder of information you'll want to commit to memory and use over the long haul.



When you see this icon in the margin, the paragraph next to it contains valuable information on making the sales process easier or faster — anything from prospecting to closing and beyond.



This icon highlights things you want to avoid and common mistakes salespeople make. An important part of achieving success is simply eliminating the mistakes. And the information marked by this icon helps you do just that.

Beyond the Book

In addition to the material in the book you're reading right now, this product also comes with additional access-anywhere content on the web. You'll find more information on the free Cheat Sheet at www.dummies.com/cheatsheet/Selling. I include links to relevant articles on the parts pages of this book as well, which you should also check out at www.dummies.com/extras/Selling.

Where to Go from Here

Glance through the Table of Contents and find the part, chapter, or section that resonates with where you currently are in your selling career. That's the best place to begin.

To benefit the most from the material in this book, do a little self-analysis to see where you're the weakest. I know admitting your faults is tough, even to yourself. But reading the material that covers your weaker areas is likely to bring you the greatest amount of success.

Studies by my company, Tom Hopkins International, show that most traditional salespeople lack qualification skills. They waste a lot of time presenting to people who can't make decisions on what they're selling. If you're in traditional sales and you aren't sure whether qualification is your weakness, Chapter 9 is a great place to start.

The most successful people in life are those who continue to grow. The fact that you're reading these words now puts you into that realm — because it isn't how much you know that counts, but how much you can discover *after* you “know it all.” Congratulations for believing in yourself, in your ability to change for the better, in your ability to improve your lifestyle, *and* in your ability to improve the lives of the people you help with this book's many tips on the art of selling. I wish you greatness!

Part I

Laying a Solid Foundation for Selling

getting started
with

selling



For Dummies can help you get started with lots of subjects. Visit www.dummies.com to learn more and do more with *For Dummies*.

In this part . . .

- ✔ Understand what the role of selling is, what common approaches successful sales people use to convey messages, and how better selling skills can boost your career.
- ✔ See how to achieve selling goals and make clients happy in each of seven simple selling steps.
- ✔ See how getting out of your comfort zone can help you improve sales, enjoy your career, and sell what people want to buy.

Chapter 1

Selling Makes the World Go Around

In This Chapter

- ▶ Defining selling
 - ▶ Understanding common methods salespeople use to get their messages across
 - ▶ Improving your life and your career by improving your selling skills
-

Selling is happening every time two human beings communicate. It's everywhere around you. In fact, selling affects nearly every waking moment of your day. So in this chapter, I help you understand what exactly this thing called *selling* is, how it's done, and how you can use selling skills to make your life and your career better.

Understanding What Selling Is



In the strictest sense of the word, *selling* is a process of communication in which one party imparts knowledge and information to the other party in order to win the first party over to the other's ideas, concepts, products, or services. In the traditional sense of the word, *selling* is the process of moving goods and services from the hands of those who produce them into the hands of those who can benefit from their use.

Selling involves both educational and persuasive skills on the part of the person doing the selling. It's supported by print, audio, video, and online messages that sell either the particular item or the brand name as being something the buyer would want to have.

In the 1800s Robert Louis Stevenson said, "Everyone lives by selling something." Without selling, products that have been manufactured would sit

in warehouses for eternity, people working for those manufacturers would become unemployed, transportation and freight services wouldn't be needed, and all of us would be living isolated lives, enjoying only the fruits of our own labors.

Look around you right now. You can probably spot hundreds, if not thousands, of items that were sold to get where they are right now. Even if you're totally naked, sitting in the woods, you had to be involved in some sort of selling process to have this book with you.

If you choose to ignore material possessions, take stock of yourself internally. What do you believe? Why do you believe what you do? Did someone — like your parents or your peers — sell you a set of values as you were growing up? Did your teachers persuade you to believe, through demonstration, that $2 + 2 = 4$? Or did you figure that one out on your own? Odds are that whether you're living in a material world or you've forsaken all earthly possessions, you've been involved in selling one way or another.



The preceding paragraph should have persuaded you to at least look at selling a bit differently than you have in the past. It was done, too, without pushing facts and figures on you. Good selling isn't pushing; it's gently pulling with questions and getting people to think a bit differently than they have before.

The selling triangle

When I give seminars about mastering the fundamentals of selling, I use a triangle with equal sides, like the one here, to illustrate the three main elements of selling:

- ✓ On one side is product knowledge, which I cover in Chapter 5.
- ✓ On the other side are selling tactics and strategies — the people skills — that I cover in Part III.
- ✓ And on the base of the triangle are the words *attitude*, *enthusiasm*, and *goals*, which I cover in Part V.



The three sides of the selling triangle are equally important. If product knowledge was all that mattered, then technical designers, manufacturers, or assemblers of products would be the best salespeople. Of course, these folks often know the products quite literally from the inside out. But until they are trained in selling skills and understand how much of a role attitude plays in sales, their sales approach is often 99 percent description of product and 1 percent relation of the product to the needs of the individual clients — and that rarely results in a sale.

Great selling skills, without product knowledge and enthusiasm, won't get you far either. Even if you're comfortable talking with practically anyone, and you've invested a tremendous amount of time mastering the best words for creating positive pictures in the minds of your prospects, if you don't have a clear picture in

your own mind of what your product, service, or idea *will do for your buyers*, how can you paint the right pictures in someone else's mind?

And if you're excited about selling, but you have little knowledge or experience with selling tactics and strategies, your enthusiasm will open the doors a crack. But you'll get your fingers slammed when you start pushing product (because *pushing product* isn't how you sell anything).

Remember: A professional who hasn't developed all three sides of the triangle is failing to reach his full potential and letting down his clients, who expect to work with a competent person. Do your best to develop all three areas of your selling life in order to reap the highest rewards.

Getting a Grip on How Selling Is Done

Although the definition of selling is fairly straightforward, the approaches to selling are virtually endless. In this section, I cover the primary ways that products and services are sold (in order from most direct contact to least amount of contact), and I give you some important tips for using each method.

Face-to-face

On an average day, many sales are concluded in a face-to-face fashion. Breakfast, lunch, and dinner are purchased in person at favorite restaurants. People physically register in hotels or check in at airport counters. Retail stores abound with sales opportunities, and millions of salespeople sit across desks, conference tables, or kitchen tables turning prospects into clients. The only retail establishment I can think of where you can make a purchase without speaking with someone is the self-checkout line at the grocery store.



The fun part about person-to-person selling is that you can read prospects' body language and speak with yours. You can hand them information. Have them handle your product or experience the service firsthand. Involve all their senses. Have them taste, touch, smell, hear, and see just how cool your widget is. (I cover methods for doing this in Chapter 10.)

Phone

With a telephone, salespeople have the potential to reach nearly any other person on the planet. And what you say when your prospective client answers the phone, if he answers at all, is critical. In some industries, you actually try to sell the product on the first call (referred to as a *one-time close*). In other industries, you're selling interest — enough interest that the person to whom you speak gets out of his home and down to your store or lets you visit him in his home or place of business. Either way, you're selling what your business is all about, leaving the person on the other end with a very distinct impression of you and your company — good or bad. And you only have a few seconds to make that connection before he reacts with a brush off or hang up.



Although telemarketing is a thriving method for reaching potential clients, many telemarketers who sell to consumers are finding it more and more challenging to reach a live person when they place their calls. If you plan to use this method of approach, be prepared to leave curiosity-building voice messages in order to make connections with potential clients. More and more people are screening their calls with caller ID features and voice mail than ever before. So unless you have your number listed in the phone book as "Sweepstakes Winner Announcement," plan on reaching a lot of answering devices. (I cover telephone strategies in more detail in Chapter 7.)

If you hear a live person say "Hello" on the other end of the line, you almost have cause for rejoicing — and you have to be prepared for that happening. Be clear about what you're selling, whether it's a product, a meeting, or simply getting permission to send the person information.

Despite the difficulty telemarketers often have in getting through to people who are willing to listen to them, selling by phone is widely accepted and recognized as a true sales profession. It requires tact, training, and the ability to articulate a compelling message in a very brief amount of time, as well as the skill of helping others recognize you as a warm, caring individual who has their needs at heart. Companies across many industries realize that gifted

phone sales professionals can help bring a product or service to market in a much more efficient and cost-effective manner than face-to-face selling and reward good ones accordingly.

Email

Many companies rely primarily on email solicitations. In fact, an entire industry revolves around writing copy specific to email marketing and strategies to get your messages through the many spam filters employed by individuals and companies alike.



Even though email allows you to get your message to the person who owns the email address, it doesn't mean you're actually reaching him. Many people set up multiple email addresses. People may use one email account for personal communication, another for providing contact information on websites, and one for commercial use. Thousands of email addresses lie abandoned in cyberspace — with completely full inboxes.

Although the cost of sending email messages is minimal compared to the cost of printing a mail piece and adding the postage to it, getting through to the person you're trying to reach is getting tougher — unless you sell business-to-business (B2B) and have a business email address. Most businesses are in the habit of forwarding emails of employees who have left the company to the person who becomes responsible for their work. So, there's an advantage of email in that if a buyer or purchasing agent moves on, you don't have to look too far to connect with his replacement.

So far, business email appears to be deemed hands-off. Secretaries and receptionists may receive copies of emails, but they aren't likely to delete email messages from their bosses' computers. Home email, on the other hand, may not be thought of as quite so sacred. In fact, some couples share an email address. In that case, your message may be seen and deleted by one party when it was intended for the other, but it still has a decent chance of being seen by the person you want to reach.



To make sure that your intended recipient receives the message you're sending, I suggest putting the recipient's name in the subject line (for example, "Here's the information you asked for, Mike").

If you use email to connect with prospective clients, you can include your message in the body of the email itself, or you can send it in an attachment that looks like one of your ads or printed pieces or that contains a link to

your website. Be aware that many companies set spam filters to not allow emails through that have attachments of a certain size. Some go so far as to not allow emails with any type of attachment. Some companies even ban emails that include hyperlinks to web pages. The rules keep changing and you must be ready and willing to adapt to them.



Email, when used properly, is an extraordinary vehicle for getting your message out. However, you need to be aware of the laws governing the use of email. Sending follow-up emails or proposals and presentation materials is fine, but if you're planning to use email as part of a larger sales campaign (similar to the way you would use direct mail), you must first get the permission of the recipient of the message, or what is commonly referred to as an *opt-in email list*. I discuss email lists in more depth in Chapter 7.

Social media

At the time of this writing there are no fewer than 6 types of social media and well over 50 social media platforms available for your use. It's not feasible to expect you or anyone else to be expert in all of them. What I recommend is to determine which two or maybe three platforms would be of best use to you. By that I mean, find out where the people in your client demographic participate in social media and use those platforms. Many of my students find LinkedIn to be extremely beneficial as a prospecting tool. They can find out a lot about prospective clients before ever contacting them — turning cold calls into slightly warmer calls by searching out common ground in advance of making contact.

Other students make great connections on Twitter by following and reading the Tweets posted by potential business partners or clients. Then, they can reach out to those people with a bit of knowledge of what their hot buttons are.

Some small business clients find great success by promoting their products via Instagram, Pinterest, or Facebook, all of which offer the opportunity to use visual images to sell concepts or products.

I can't tell you which social media platform is best for your particular field of sales. Speak with other successful sales pros in your company or your industry to learn how they're benefiting from social media. Then, do yourself a favor and attend a webinar, read a book, or take a class on the platform you select. Knowing the basics saves you a lot of frustration, time, and effort.