

Making Everything Easier!™

Selling

ALL-IN-ONE

FOR

DUMMIES®

7 BOOKS
IN **1**

- Advanced Selling For Dummies
- Negotiating For Dummies, 2nd Edition
- Selling For Dummies, 3rd Edition
- Sales Closing For Dummies
- Sales Prospecting For Dummies
- Success as a Real Estate Agent For Dummies
- Telephone Sales For Dummies



Making Everything Easier!™

Selling

ALL-IN-ONE

FOR
DUMMIES®

7 BOOKS
IN **1**

- Advanced Selling For Dummies
- Negotiating For Dummies, 2nd Edition
- Selling For Dummies, 3rd Edition
- Sales Closing For Dummies
- Sales Prospecting For Dummies
- Success as a Real Estate Agent For Dummies
- Telephone Sales For Dummies



Selling All-in-One For Dummies®

Visit

www.dummies.com/cheatsheet/sellingaio to view this book's cheat sheet.

Table of Contents

[Introduction](#)

[About This Book](#)

[Conventions Used in This Book](#)

[What You're Not to Read](#)

[Foolish Assumptions](#)

[How This Book Is Organized](#)

[Book I: Laying the Foundation for Selling Success](#)

[Book II: Prospecting for Gold](#)

[Book III: Turning Prospects into Customers and Clients](#)

[Book IV: Closing Like a Champ and Getting Referrals](#)

[Book V: Negotiating Skills Every Salesperson Should Have](#)

[Book VI: Selling in Specialized and Growing Fields](#)

[Book VII: Becoming a Power Seller](#)

[Book VIII: The Book of Tens](#)

[Icons Used in This Book](#)
[Where to Go from Here](#)

[Book I: Laying the Foundation for Selling Success](#)

[Chapter 1: The Seven-Step Selling Cycle](#)

[Step 1: Prospecting for the Next Potential Client or Customer](#)

[Prequalifying your prospect](#)
[Finding — and taking advantage of — a variety of prospecting resources](#)
[Getting through to prospects](#)

[Step 2: Making Initial Contact](#)

[Step 3: Qualifying Prospective Clients or Customers](#)

[Step 4: Winning Over Prospects with Your Presentation](#)

[Step 5: Addressing Prospective Client or Customer Concerns](#)

[Step 6: Closing the Sale](#)

[Step 7: Getting Referrals](#)

[Chapter 2: Understanding and Connecting with Potential Clients](#)

[Getting to Know Your Clients](#)

[Gathering information](#)

Considering different personality types
Responding to client fears

Interacting Successfully with Others

Getting names right
Arranging meetings
Presenting your business card
Respecting personal space
Meeting and greeting new people
Giving gifts
Dressing appropriately
Dining out with ease

Choosing Your Words Wisely

Using the best words and phrases
Using only the jargon your clients know

Listening to Your Clients

Chapter 3: Knowing Your Product

What You Need to Know about Your Product
How to Get the Product Information You Need

Attending training sessions and reading product literature
Getting your hands on product samples
Talking with current clients
Picking your colleagues' brains
Going directly to the source
Keeping an eye on the competition

Book II: Prospecting for Gold

Chapter 1: An Introduction to Prospecting

Prospecting Defined

Cold calling your way to prospecting success

Warming up to warm prospecting

Getting the prospecting mindset

Your Prospecting Options

Using the telephone to prospect for clients

Making contact with direct mail

Getting a face-to-face meeting

Networking online

Key Paths to Prospecting Success

Being a good representative of the product

Selling yourself

Networking for prospects

Changing Your Mindset: Prospecting Can Be Fun!

Setting and achieving goals

Building the four pillars of prospecting

Chapter 2: Prospecting Preliminaries

Finding Out Everything You Can about Your Product

Boning up on your product
Identifying what you're really selling

Honing Your Prospecting Skills by Becoming a Better Listener

Hearing what your prospect is saying
Showing your prospect that you're listening

Building a Working Network

Starting your network
Finding people and making contact
Keeping your network up and running

Professional Ethics for Prospectors

Helping people make decisions
Being honest in all your dealings
Delivering what you promise
Being a standard-bearer
Protecting proprietary information

Chapter 3: Fishing for Prospects in the Likeliest — and Unlikeliest — Places

Strategies to Grow Your Prospect List

Talking with friends and relatives

Getting reacquainted with acquaintances

Tapping into business contacts

Talking to salespeople who serve you

Prospecting through other businesses

Helping those wanting to replace a product

Touching base with old clients

Reading the newspaper for client leads

Getting to know service and support people

Striking up conversations with strangers

Finding Potential Clients via Direct Mail

Going Directly to the Inbox: E-mail Marketing

Understanding how people read e-mail

Making your e-mail campaign relevant

Respecting e-mail recipients' rights

Using News Media to Drum Up Prospects

Picking a medium for your message

Attracting clients with press releases

Don't Forget — or Neglect — the Referrals!

Where to look for referrals

Getting referrals in six steps

Chapter 4: Prospecting for Untapped and Under-Tapped Markets

Seeing Business Where It Isn't

Considering a Different Demographic

Targeting a generation

Selling to the disabled

Overcoming racial and ethnic barriers

Going Global: Exploring International Markets

Exploring Other Sales Channels

Looking for Bundling Opportunities

Chapter 5: Approaching Potential Clients without Scaring Them Away

Keeping Your Prospects Open — To You, That Is

Overcoming hurdles of your own making

Figuring out what your prospect wants

Getting your prospect invested — and involved

Sharing Your Message without Getting Shut Down

Working a room like a champion

Words to use — and avoid

Asking effective questions

Approaching the Retail Customer

Asking the right question

Don't be a space invader

Respond to buying signals

Book III: Turning Prospects into Customers and Clients

Chapter 1: Getting a Meeting and Putting Your Clients at Ease

Knowing the Basics of Contacting Prospective Clients Reaching Your Potential Clients by Telephone First

Step 1: The greeting

Step 2: The introduction

Step 3: Gratitude

Step 4: The purpose

Step 5: The actual meeting

Step 6: The over-the-phone thank-you

Step 7: The written thank-you

Putting Mail, E-mail, and Face-to-Face Interactions to Work for You

Mailing it in

E-mailing options

Interacting face-to-face

Getting to the Elusive Decision Maker

Going head-to-head with the receptionist

Working with the decision maker's assistant

Getting creative in your efforts to meet with the decision maker

Getting Your Potential Clients to Like and Trust You

Step 1: Smile deep and wide

Step 2: Make eye contact

Step 3: Say “Hi” (or something like it)

Step 4: Shake hands

Step 5: Offer your name for their names

Step 6: Establish rapport

Approaching Potential Clients in a Retail Setting

Finding alternatives to “May I help you?”

Recognizing the signals your buyers project

Building Common Ground in Any Situation

Keep the conversation light, but move ahead

Avoid controversy

Keep pace with your prospect

Chapter 2: Qualifying Your Way to Success

Qualifying Basics, or How to Think Like a Detective

Keep out of the limelight
Use nonthreatening language and a sympathetic tone
Always take notes
Make the people you're questioning feel important
Ask standard and innocent questions
Pay attention to both verbal and nonverbal responses
Build on the answers you get
Relieve any tension your questions create
Let them know you'll be in touch

Satisfying NEADS: The Nuts and Bolts of Qualifying Prospects

N is for "now"
E is for "enjoy"
A is for "alter"
D is for "decision"
S is for "solutions"

Questioning Your Way to Qualifying Success

Tying down the details
Giving an alternate
Getting prospects involved

Chapter 3: Winning Presentations

Getting More Than a Foot in the Door

Find the power players
Be quick or be sorry
Break well, and prosper

Knowing the ABCs of Presenting

Being multilingual (even if you're not)
Recognizing the posted speed limit
Using words that assume your client
will buy from you
Deciphering the human body's
grammar, syntax, and vocabulary
Delivering on long-distance
presentations

Letting the Product Be the Star

Getting out of the picture
Staying in control

Mastering the Art of Visuals

Using the visuals your company
supplies
Developing your own visual aids

Demonstrating Products to Prospective Clients

Presenting Intangible Goods
Avoiding the Crash-and-Burn Scenario of
Presentations

Chapter 4: Addressing Client Concerns

Reading Your Clients' Signals
Adopting Simple Strategies to Address
Your Clients' Concerns

Bypassing the concerns completely
Helping clients see that they're
trading up
Beating your clients to their own
concerns
Distinguishing conditions from
objections

Understanding the Do's and Don'ts of
Addressing Concerns

Do acknowledge the legitimacy of the
concern
Do get the clients to answer their
own concerns
Don't argue with your client
Don't minimize a concern

Handling Concerns in Six Easy Steps

Step 1: Hear them out
Step 2: Feed it back
Step 3: Question it
Step 4: Answer it
Step 5: Confirm your answer
Step 6: By the way . . .

Book IV: Closing Like a Champ and Getting
Referrals

Chapter 1: The Anatomy of a Close

Recognizing When to Close

Verbal buying signs

Visual buying signs

Choosing Where to Close

Finding a neutral location

Closing at your client's office

Closing at your client's home

Using a closing room

Mastering the Test Close

Addressing concerns

Creating a state of urgency

Moving into the Final Close

Shifting to paperwork

Closing the retail sale

Chapter 2: Questioning and Listening Strategies of Champion Closers

Questioning Your Clients

The four types of questions

Pointers for successful

questioning

Listening While You Work

Looking at the three types of listeners
Getting your client's attention

Chapter 3: The No-Frills Close

The Basic Oral Verbal Close

Asking for a purchase order number
Cash, check, or charge? Asking how payment will be made

The Basic Written Close

Obtaining permission
Double-checking and getting a signature

The Assumptive Close Bridging between Closes

Apologize and address their concerns
Summarize with questions
Ask a lead-in question

Chapter 4: Closes That Overcome Fear

Covering the Basics: Fear Fundamentals
Identifying the Source of a Buyer's Fear

Your buyer fears you
Your buyer fears making a mistake — again
Your buyer fears being lied to
Your buyer fears incurring debt
Your buyer fears losing face
Your buyer fears the unknown
Your buyer's fear is based on prejudice
Your buyer's fear is based on third-party information

Figuring Out and Overcoming Buyers' Fears

Uncovering the client's fears
Replacing rejection words with go-ahead terms
Understanding the decision-making process
Adapting to the emotional environment

Closes That Overcome Fear

The "If you say yes . . ." close
The negative economy close
The big bargain close
The money or nothing close
The increased productivity close
The competitive edge close
The law of ten close

The make it better close
The buyer's remorse close
The economic truth close
The time trap close
The gaining versus losing close

Chapter 5: Closes That Put an End to Buyers' Procrastination

Why Do Buyers Procrastinate?

They fear making decisions
They lack trust in you
They want your attention
They're seeking education
They want to compare apples to oranges
They lack interest in the product

Signs of a Procrastination in Progress

Changing the subject
Body language clues
Allowing interruptions
Canceling visits
Not returning calls
Wanting to do lunch — a long lunch

Handling Procrastinators with Ease

Creating a sense of urgency
Working the responsibility angle

Showing customers how to be a hero
Assuming the close
Having an agenda — in writing
Recognizing the buyer's stress
Using the scale approach
Relating to a similar situation
Thinking it over
Keeping track of inflation
Showing that you get what you pay for
Fitting your product into the client's budget
Reaching a compromise
Incorporating a third party
Putting yourself in your buyer's shoes

Chapter 6: Closing the Tough Customer

Recognizing a Tough Customer
Using the Triplicate of Choice for Money Strategy

Following simple steps to success
Figuring out the math

More Ways to Close the Tough Guys and Gals

Build value
Empower your buyers

Praise their negotiating skills

Follow Up Even If the Buyers Don't Buy

Chapter 7: Remote Closing

Ensuring a Successful Close by Phone

Check in with the client before he makes his final decision

Arrange a specific time for the call

Thoroughly review the account details before the call

Ease into the close

Hold the buyer's attention

Sending Documents for Remote Closes

Just the fax, ma'am

E-mailing your closing document

Internet Closing

Making sure your website lets customers close easily

Using the Internet's unique capabilities to close a sale

Chapter 8: Getting Referrals from Your Present Clients

Understanding Where, How, and When Referrals Arise

Figuring out where to get referrals
Unlocking the key to getting referrals: Ask!
Figuring out when to get referrals

Getting Referrals in Six Easy Steps

Step 1: Help your client think of specific people he knows
Step 2: Write the referrals' names on cards
Step 3: Ask qualifying questions
Step 4: Ask for contact information
Step 5: Ask your happy client to call the referral and set up the meeting
Step 6: Ask to use the client's name when you contact the referral

Setting Up Meetings with Referrals

Qualifying the referral
Keeping your energy and effort high

Following Up with Your Referrals

Imposing order

Gauging your nuisance quotient
Keeping track of your successes
Sticking with the follow-up
program

Book V: Negotiating Skills Every Salesperson Should Have

Chapter 1: Preparing for Negotiating Success

The One with the Most Knowledge
Wins
Playing Detective

Solving the mystery of value
Researching your opponent

Identifying the Right Person

Working with what you get
Choosing the person you
negotiate with
Preparing for someone you know

Looking below the Surface: Hidden Agendas and Secondary Motivations

Uncovering hidden agendas
Recognizing the secondary
reason behind the negotiation

Putting It in Writing: The Information Checklist

Preparing to Negotiate across the Globe

How to speak like a native when you aren't

How to research the right culture, subculture, or individual

What to Do When You're Not Ready

Chapter 2: Choreographing the Negotiation

Controlling Your Environment

Finding a place for the negotiations

Seating with purpose

Checking the Guest List

Setting an Agenda

Leaving Enough Time

Preparing Yourself

Being alert

Dressing for success

Mirroring your environment

Taking Control from the Moment You Walk through the Door

Chapter 3: Keeping Your Emotions in Check

Pushing the Magic Pause Button

The purpose of the pause

Telling the other person that you need a pause

Knowing when to pause

What to do when you pause

When you're not the only one to pause

Handling Hot-Button Issues

Pushing the pause button on anger

Expressing enthusiasm

Acting assertively

Dealing with discouragement

Handling Stressful Situations

At war with yourself

Stop, look, and listen . . . before you have a cow

Chapter 4: Telling It Like It Is

Communicating Clearly

Presenting your ideas in a way the other person can understand

Checking your clarity
Knowing your purpose or goals
Cut the mumbo-jumbo
Keeping your commitments
Being clear in your written communication

Overcoming Barriers to Clarity

Fear of rejection
Fear of hurting someone else
General distractions
Inappropriate comments and phrases
Other communications faux pas that can really garble your message

When You Have to Say No Steering Others to Clarity

Tangent people
Interrupters
Unprepared people
Too busy to be clear

Chapter 5: Win-Win Negotiating

Creating Win-Win Negotiating

Know the difference between good and bad deals
Ask yourself some key questions

Getting Past the Glitches

Personality types that block closing

Tactics that torment

The ultimate glitch — someone walks away

Book VI: Selling in Specialized and Growing Fields

Chapter 1: Selling Real Estate

How the Business of Selling Real Estate Works

Types of Real-Estate Sales: Residential versus Commercial

Looking at commercial real estate

Looking at residential sales

Researching and Understanding Your Marketplace

Sources of market information

Analyzing market facts and figures

Prospecting Your Way to Listings and Sales

Prospecting for listings

Prospecting for buyers

Qualifying your prospects

Fundamentals for Presenting Listings

Including key points in your presentation

Going for the close

Other Ways to Maximize Your Real-Estate Sales Success

Putting the focus on winning customers

Staking your competitive position

Become a listing agent to be really successful

Winning business from expired and FSBO listings

Generating top-notch referrals

Chapter 2: Selling Insurance

Exploring Your Role as an Insurance Agent

Connecting with Potential Clients

Getting your information out there

Becoming the local expert

Gaining Trust Before the Sale

Being trustworthy

Being responsive

Getting Licensed to Sell Insurance

Looking at types of licenses
Considering training and
education requirements

Checking Out Additional Resources

Chapter 3: Selling Financial Services

Defining the Industry
Offering the Basics and More

Banking services
Insurance
College funds
Retirement programs

Qualifying Yourself
Identifying the Selling Skills You Need
for Financial Services

Be a product of the product
Expect rejection
Open the door of communication
Prepare them so you can do your
job right
Take control of the seating
Calm potential clients' fears
Ask the necessary questions
Clarify answers

Chapter 4: Selling in the Medical Field

What Makes This Field Different Defining the Industry

Determining the products you like
Qualifying yourself

Selling Skills for Medical Products

Expect stalls
Determine the decision makers
and influencers
Open the door of communication
Educate with benefits

Chapter 5: Selling Biotechnology

Exploring Biotech Products and Other Applications

Considering Biotech Controversies

Understanding concerns about
cloning technologies
Looking at genetically modified
foods
Exploring the costs and benefits
of biofuels

Connecting with Biotech Customers

Selling to distributors
Selling directly to customers

[Sticking to the Straight and Narrow:
Legal and Ethical Considerations
Exploring Additional Resources](#)

[Book VII: Becoming a Power Seller](#)

[Chapter 1: Becoming the Power Seller You Want to Be](#)

[Charting Your Road Map to Sales
Success](#)

[Drawing up your sales plan](#)
[Prioritizing your tasks](#)
[Putting your plan into action](#)
[Tracking progress and correcting
course](#)
[Assessing your progress . . . or
lack thereof](#)

[Discovering New Sales Techniques](#)

[Reading up on new selling
strategies](#)
[Tuning into sales tapes and CDs](#)
[Attending sales seminars and
workshops](#)
[Swapping secrets with colleagues](#)
[Keeping pace with your industry](#)

[Setting the Stage for an Unlimited
Upside](#)