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Selling Your Way to Success

By Geoff Payne

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Sales. I wonder when we decided to become a sales person. I know when I was at school all I ever wanted to do was join the Navy and see the world. My best mate wanted to be a truck driver or Fireman, Policeman, Soldier, Banker, Doctor, Pop star, Football player and so the list went on.

I have yet to meet anyone who knew when they were young that they were going to be a salesman or woman. So where do we learn our trade? Most of it will be through mentoring, reading and actually learning 'on the job.' Here are a few tips to help you continue to grow your wealth and personal happiness through your sales efforts.

1. When cold calling sell yourself and the appointment. Do not even try to sell your product or service. Your purpose for the call is to find out if there is a need for your product or service. If it seems likely there is then make an appointment to introduce your product or service to your prospect.

2. You have two ears and one mouth. Selling is about solving problems. Solving a problem is easy if you listen. Rule of thumb: listen at least twice as long as you talk.

3. Your prospect is more interested in themselves and their problems. Most really do not care too much about you and what you have done. Give your prospect time to talk about them and you will have ample opportunity to find out the real problems, needs and wants and what you need to do to make your prospect desire you, your service or product.

4. At your first appointment find out if the prospect can make a buying decision. A simple question like "is there anyone else involved in the decision making process"? Works great. If there is, ask if they can be included in this and further meetings. Doing this one thing at every appointment will save you hours of wasted time selling to someone who can't buy!

5. Dig, dig, dig. Find out what the real needs and wants are. Never ever invent one, you will have a reluctant buyer and a difficult client for the life of the product or service. You will also start to make a name for yourself and company as hard or pressure sellers. This is now treated like a contagious

disease in the business world. Once tagged with this label you need to find another career or move on.

6. Ask for the order. So many times sales people have the order and then talk themselves right out of it. Once you have asked for the order and they say yes. SHUT UP. Stop selling. Enjoy the feeling of success and use those positive energies in providing the best possible after sales service you can.

These are a few of the many ideas in a huge toolbox of strategies, actions methods and tactics, called "selling your way to success" Why not visit my web site www.totalmanager.net and have a look. You will even be able to download even more in an extract of the book for FREE!

Enjoy the day and if selling really is your destiny, the journey will be wild, amazing and very very

profitable Read, learn and reap the rewards!

After 18 years in the Royal Navy followed by 5 years in the police force getting into a sales role was totally accidental. I found it hard to understand the sales jargon and the dynamics of the sales process. The end result was that whilst I had a natural ability to speak to people I still did not understand how to sell. Selling your way to Success was written in an easy to understand jargon free manner for a broad spectrum of sales people.

Technical Treason and Eight or Nine reasons why an infra-red mouse is a MUST!

By Tranni D'Electric.

Her passion and insight with regard to consumer goods, are unmatched. However, she can be confusing, such is her logical brain. Please make allowances.

Infra-red mice do not have tails!

Allergies to mice can be traced back to a mouse!

You can afford to be careless with crumbs, and stuff.

Cats are less likely to call around.

Consequently, dogs are less likely to call around. Incidentally, I was on the Internet last night and discovered that dogs actually like cats, and only eat them by accident. Technically, dogs have over-affectionate teeth!

An infra-red mouse does not bite and skirts don't have to be tied between the legs but fixing around the waist is still recommended.

Mice carry fleas, and snakes don't especially like infra-red mice, regardless of what they carry so you can keep an "ordinary-red" or "regular-red" snake.

Hang on!!!!.....I see that the boss has left the building.... should I mention the old proverb?

If you really need to hear about the other one or two reasons, it will have to wait. My esteemed editor attributes his so-called success to "only creating the illusion of work, while the boss is looking and conserving energy for evasive purposes while he is not".

Who am I to argue with such a successful idiot?

Tranni D'Electric

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