

Building an Argument

Step 1 – Get Their Attention

This is the first step in any sales process. As great as 80% of sales success is a direct result of a good opening statement or headline...

Step 2 – Identify The Problem – Clearly

Listen closely and you will hear what your customer needs. Too many people skip this step altogether in their eagerness to close the deal. But you can't possibly offer a solution ...

Step 3 – Build Interest and excitement

The next step is to generate increasing interest from the prospect. This must be done by quickly establishing a relationship. People don't do business with people they don't trust...

Step 4 – Give A Testimony – Let them see what others have said

In this stage, you introduce some more benefits for the prospect by showing how others like them have received benefits from your...

Step 5 – Validate Their Objections – Make them feel good throughout the sales cycle

At this point the prospect's interest has been established and you have given some proof that you may indeed be able to solve their problem or need. But you must still validate their underlying concerns about you...

Step 6 – Create Desire – When you write your sales pitch

In this step, help the prospect come to a decision about your offer. Revisit their desire for the product or service and help them reach...

Step 7 – Move Them To Action – Land the order with the right sales pitch

This step is simple yet often overlooked. It is the single greatest reason for lost sales. You must ask the prospect to take action now. You can't sit...

Step 8 – Be Sure To Follow Up

This is one of the most important steps in successful salesmanship. Stay in touch with your prospect or customer. Provide outstanding after-sales service... **READ MORE**