

# 10½ COMMANDMENTS

## of Sales Success

1. **THINK** – The Sale is in your head! Stay Positive and have a “YES” Attitude every day you come to work.
  2. **BELIEVE** – Develop a four-part belief system that cannot be penetrated. Believe in Your Company, Your Product, and Yourself! Last, you have to believe the customer is better off buying what you sell, and buying it from you.
  3. **ENGAGE** – Develop rapport and personal engagement, or don’t start the selling (buying) conversation. This is the Warm-Up! You have no right to begin selling until you have made a friend & opened up your customer.
  4. **DISCOVER** – People buy for their reasons, not yours. Find out theirs first. This is the survey. Compare this process to the same thing a good trial lawyer does before building & “selling” a case to the jury.
  5. **ASK**– Ask the wrong questions...get the wrong answers. Ask for their opinion often. Ask open-ended questions to gather information. Also ask questions to get tie-downs and commitments through the presentation.
  6. **OBSERVE** – Your ability to observe must be as powerful as your ability to sell & your ability to listen. “Antennas Up” When an opportunity arises take advantage of it. Observations lead to understanding your customer. Observe how they dress, how they speak, body language, etc.
  7. **DARE** – Have the nerve (backbone) to take a risk. Be bold and have the courage to say what it takes to make the sale. It is not always comfortable for you, but not being forward and direct **WILL COST** you sales!
  8. **OWN** – Know whose fault it is when the sale’s not made. Remember anytime you point a finger at someone there are three pointing back at yourself (Mike Pournoury). Look at yourself before placing blame. Always ask...What can I do to prevent the situation from occurring next time? Learn from your errors. Mistakes are necessary stepping stones to wisdom!
  9. **EARN** – Sell for the relationship, not the commission. Happy customers...Bigger Bank Account! Also sell with the company’s best interest in mind. Take care of the company and the company will take care of you. “Ask not what your company can do for you, but what you can do for your company.” (Mike Pournoury)
  10. **PROVE** – One testimonial or third-party story is worth a hundred sales pitches. Third-party stories are the most powerful tool you have in your arsenal. Third-party stories go from someone else’s Brain, to your Mouth, to your tour’s Brain. EVERY presentation should be filled with NO LESS than **10** powerful 3<sup>rd</sup> Party Stories that WILL RELATE to your prospects.
- 10½. BECOME**– You don’t get great at selling in a day. You get great at selling day by day.