PRINCIPLES OF SELLING

I. KNOWLEDGE

A. Product Knowledge
   1. You need product knowledge because it is one of the two great builders of enthusiasm.
   2. You need product knowledge to give courage.
   3. You need product knowledge for personal satisfaction.
   4. You need product knowledge to talk confidently with experts.
   5. You need product knowledge to answer objections effectively.
   6. You need product knowledge to give more advantage to users.
   7. You need product knowledge for self assurance - mind free from doubt - misgivings.
   8. You need product knowledge to gain the confidence of your prospects.

B. Other Knowledge
   1. Competitors.
   2. Your company.

C. To Gain Knowledge - Try These Sources
   1. Magazines
   2. Books
   3. Other salesmen
   4. Prospects and customers
   5. Own experience.

D. Knowledge of Your Customers
   1. Prospects' problems that your product can solve.
   3. Wants - a desire - craving.
   4. Name, how does he use it.
   5. Best time to see him.

II. INFORMATION

Man who knows everything about product is an expert.
Man who tells everything a bore.

A. Importance of Information Step
   1. Saves you from making mistakes.
   2. Helps you qualify account.
   3. Helps you find out how to talk effectively.
   5. Advantage over competitor.

B. How to get Information
   1. Interview friends and associates.
   2. Use your eyes.
   3. Ask questions.

III. GET ALONG FROM BEGINNING

Be courteous - smiling - considerate - appreciative.
Don't lie. Don't be turned down too easily. Use ingenuity.
IV. THE FIVE GREAT RULES OF SELLING

A. Attention

B. Interest

C. Conviction

D. Desire

E. Close

ATTENTION - Rule #1 - Get prospect's attention by talking to him briefly about something in which he is interested.

1. How to get attention -

   DO
   a. Give heed to your personal appearance - look like a person who is worth listening to.
   b. Arouse curiosity.
   c. Never start with an apology.
   d. Get your prospect saying yes.
   e. Never force prospect to shake hands.
   f. Try to sit or stand reasonably close to prospect, but not too close.
   g. Don't sprawl in your chair - sit erect.
   h. Avoid talking to your prospect while uninterested people are around.
   i. Smile.
   j. Get the prospect's name right.

INTEREST - Rule #2 - Arouse your prospect's interest by telling him what your goods or services will do to benefit or serve him.

1. How to gain interest -

   a. When you open - think about your prospect.
   b. Talk in terms of the prospect's interest - his business - his home.
   c. Ask questions to arouse interest.
   d. Be sure your interest step is really interesting.
   e. Show and demonstrate - let the prospect use or feel product
   f. Avoid exaggeration claims.
   g. Avoid interest step where prospect can say "I'm not inter-
ested.
   h. Be sincere.
   i. Bring out prospect loss or disadvantage in not having pro-
duct. 
   j. Gain interest by giving example how product benefited someone else.
   k. Become genuinely interested in other people.

CONVICTION - Rule #3 - Give prospect enough facts, no more, about product and how it will benefit him, to con-
vince him he is justified in buying.

1. To gain conviction -

   a. Know 100 times as much about product as used in sales talk.
   b. Ask questions and listen to answers.
   c. Control the interview.
   d. Be brief.
   e. Locate key issue and confine your talk to that.
   f. Repeat again and again, in different words and angles.
   g. Sometimes you skip this step entirely.
   h. Nail down important steps as you make them.
   i. Be definite and explicit. Be concrete.
   j. Speak good English.
2. Forms of Evidence -
   a. Testimonial letters.  
   b. Testimonial phone calls. 
   c. Guarantees.  
   d. Photo - charts - diagrams. h. Bulletins.  
   e. Articles from magazines.  
   f. Demonstrations.  
   g. Facts.  

3. How to make your examples effective -
   a. Tell the truth.  
   b. Be specific.  
   c. Make your examples move.  
   d. Your example must be relevant.  
   e. Avoid exaggeration.  
   Fact - Appeal to both eyes and ears - 8 times effective as appealing to the ear only.  

4. How to make your demonstration effective -
   a. Write out words you use in your demonstration.  
   b. Rehearse.  
   c. Remember buyer's benefits.  
   d. As you demonstrate - fit product into prospect's business.  
   e. Let your prospect handle your product.  
   f. Nail down each benefit as you demonstrate.  
   g. Put action in demonstration.  

DESIRE
Rule #4 - a. Remind your prospect that his product lacks the benefits your product will give him and get his agreement.  
   b. Remind him that your product will supply that lack.  
   c. Paint a word picture of your prospect using your product, enjoying it, and benefiting from it.

CLOSING
1. Buying signals to look for
   a. Shows agreement.  
   b. Steps back to admire product.  
   c. Re-examine sample.  
   d. Picks up and reads literature.  
   e. Gives indication that in his mind he has already bought.  

2. Buying questions -
   a. Is it in stock?  
   b. Will they deliver today?  
   c. Does it get out of order easily?  
   d. Can I buy it on time?  
   e. Do you deliver?  
   f. Can I turn in my old machine?  

   Trial Closes - Are questions asked (or suggested) by salesman at various times in sales talk to determine whether or not prospect is ready to close.  

3. Trial closes -
   a. What Horse Power do you like best?  
   b. Which mower discharge do you prefer?  
   c. Do you prefer the front or mid-mount mower?  
   d. Would Thursday be soon enough?  
   e. Would you buy this on time payment?  

   Rule #5 - get a decision in your favor by weighing the ideas opposed to buying against those in favor of buying. Then ask for the order.
4. **Summarize points for and against**
   a. Your prospect is thinking of reasons not to buy.
   b. An idea opposed to buying left to roam is fuzzy, vague and important to prospect.
   c. Stating reason opposed to buying makes salesman face his fears.
   d. By stating negative reasons, salesman becomes advisor.
   
5. **When weighing advantages and disadvantages**
   a. Make ideas against buying trivial.
   b. Make ideas for buying important.
   c. Show more ideas for buying.
   d. Ideas for buying should be attractive.
   e. Don't hurry in summing up advantages.
   
6. **General rules in closing**
   a. Ask for the order.
   b. Always expect the prospect will buy from you.
   c. Keep one strong point in case your prospect balks.
   d. Don't be too tense.
   e. Never agree to call back until you've tried every known way of closing.
   
7. **Types of objectives**
   a. The trivial objection.
   b. Half Baked objection.
   c. Genuine objection.
   d. Objections which are indications of indecision.
   
8. **Ways to answer objections**
   a. Turn the objection around into a reason for buying.
   b. Let the prospect answer his own objection.
   c. Explain them away.
   d. Admit it.
   e. Deny the objection.
   
9. **Rules for answering objections**
   a. Smoke out important objections.
   b. Get in the right mental attitude.
   c. Never argue.
   d. Restore your prospect's objections.
   e. Find some point of agreement before answering objections.
   f. **Never** treat objections with contempt.
   g. Answer briefly.
   h. In answering objections, don't wrangle.
   i. In answering objections, never appear to doubt you have answered the objection completely.
   j. Don't become sorry for your prospect.
   k. Don't guess.
   l. Answer objection with why.
   m. Develop standard answers for standard objections.