

## 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.
2. Needs - something useful - required.
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.
4. Gives courage.
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

Look Customer in eye

- ✓ 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 interested.
- h. Be sincere.
- i. Bring out prospect loss or disadvantage in not having product.
- 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 convince 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.

