

We can be \_\_\_\_\_ to be  
\_\_\_\_\_ because it is upon  
our efforts that the whole  
economy floats. There is \_\_\_\_\_  
to where we can go in this  
profession if we are properly  
\_\_\_\_\_ and \_\_\_\_\_ in selling.

**The Psychology of Selling**

In selling, the \_\_\_\_\_ rule, or the Pareto  
principle, prevails. According to the \_\_\_\_\_  
rule, 80 percent of sales are made by 20  
percent of the salespeople. Once you get into  
the \_\_\_\_\_, you don't have to worry about  
money or employment again. Your job is to  
get into the \_\_\_\_\_ and then into the  
\_\_\_\_\_. In the top 4 percent, you become  
one of the \_\_\_\_\_ in the world.

**The Psychology of Selling**

A person with \_\_\_\_\_  
likes himself. How much you  
like yourself is the key  
determinant of \_\_\_\_\_ and  
\_\_\_\_\_ in everything  
you do.

**The Psychology of Selling**

You must \_\_\_\_\_ in  
your product. You must be able  
to \_\_\_\_\_ to the mind  
of the customer.

**Develop a Powerful Sales Personality**

The top salesperson has the ability to  
turn \_\_\_\_\_ into \_\_\_\_\_ wherever  
he/she goes. When you feel good about  
yourself, things seem to go smoothly.  
\_\_\_\_\_ is the very best way to put  
yourself in a positive frame of mind. See  
yourself as the \_\_\_\_\_.  
See yourself as the \_\_\_\_\_.

**Develop a Powerful Sales Personality**

It is important to understand that people buy for \_\_\_\_\_, not \_\_\_\_\_.

Why People Buy

All professional selling begins with \_\_\_\_\_. And you're not in a position to sell until you understand what \_\_\_\_\_ of the prospect your product or service can satisfy and then structure your \_\_\_\_\_ so it satisfies that \_\_\_\_\_. Your job is to get the person to the point where he is completely \_\_\_\_\_ on how he will gain by using your product.

Why People Buy

As long as you are focusing all your attention on the \_\_\_\_\_ and \_\_\_\_\_, you're selling professionally. In every sales conversation there is a \_\_\_\_\_ – the major benefit that would cause the person to buy the product. Also, there is a \_\_\_\_\_ – the major objection that would hold the person back from buying the product. In the sales interview, your job is to uncover the \_\_\_\_\_ and then uncover the \_\_\_\_\_.

Why People Buy

Your \_\_\_\_\_ with the prospect will begin the process that will or will not conclude with a sale. Therefore, every word of your approach, or introduction, must be \_\_\_\_\_. Your approach must break the preoccupation of the prospect. Unless you break the preoccupation, you never get to first base in making a presentation. You have only \_\_\_\_\_ at the beginning of the approach to get the person's complete attention. So your \_\_\_\_\_ has to be planned word for word, \_\_\_\_\_ and \_\_\_\_\_ over and over.

**Approaching the Prospect**

Before the prospect will relax and listen to you, he wants to be sure of 5 things. He wants to be sure you have

\_\_\_\_\_,  
that you're \_\_\_\_\_,  
that your \_\_\_\_\_,  
that \_\_\_\_\_  
and that \_\_\_\_\_.

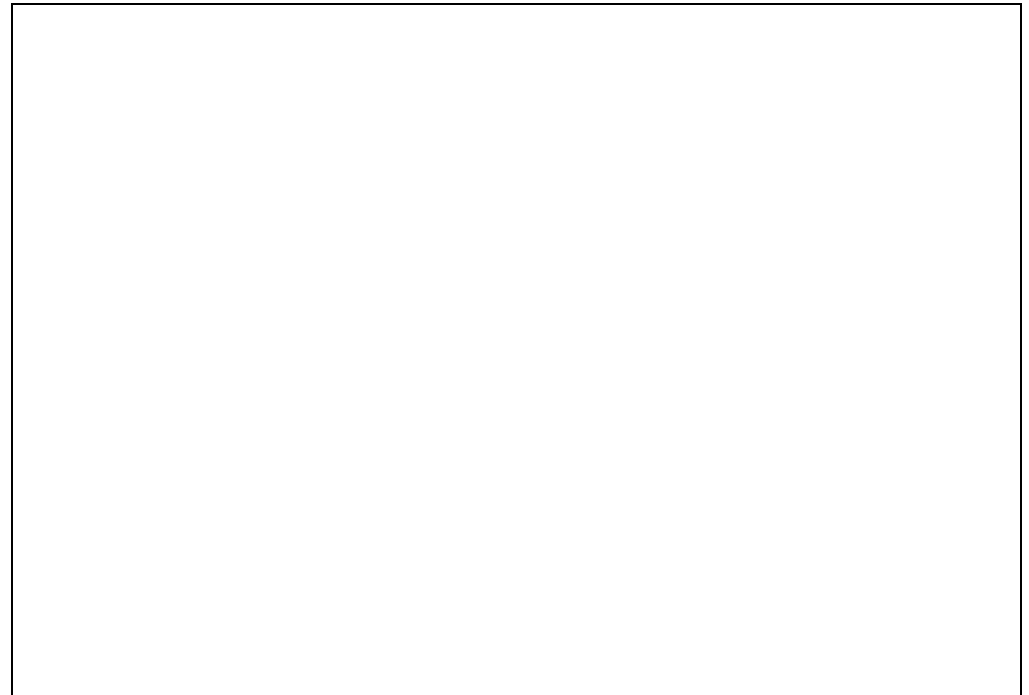
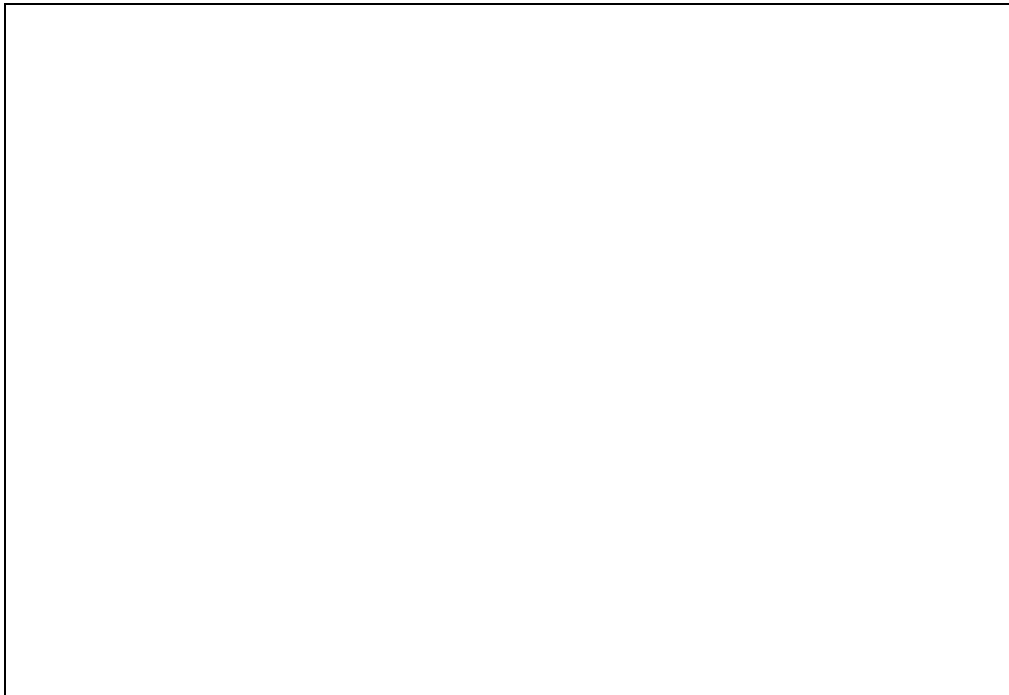
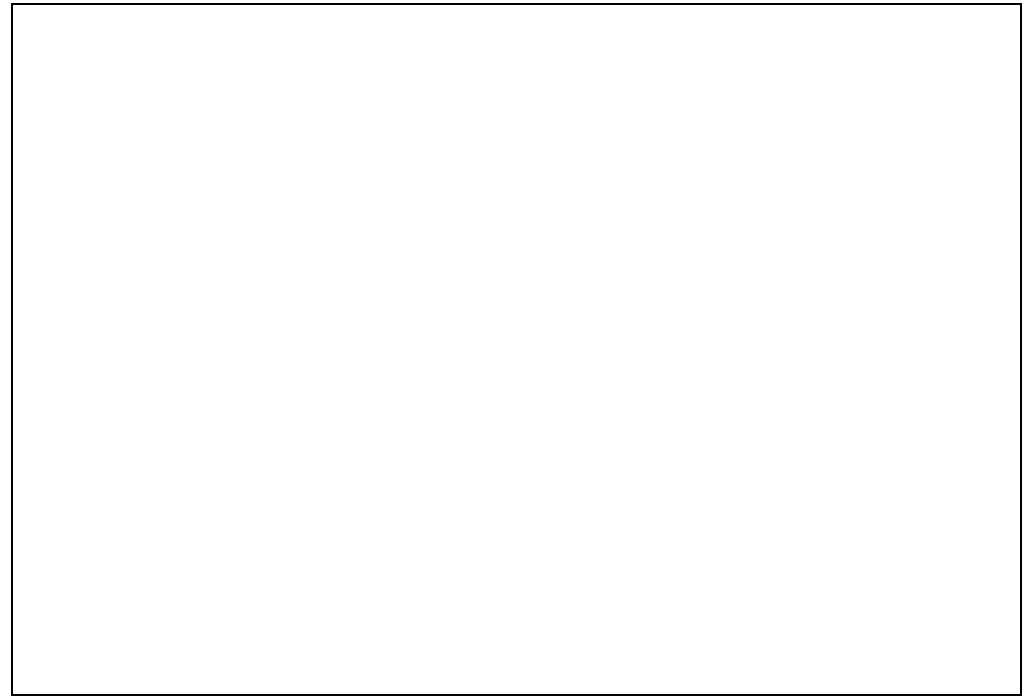
**Approaching the Prospect**

\_\_\_\_\_ is important  
because 80 to 90 percent of all  
our communication is  
\_\_\_\_\_.

**Approaching the Prospect**

The \_\_\_\_\_ is 20 times more powerful than the random presentation. All top money earners use a planned presentation. After your \_\_\_\_\_, you go through a \_\_\_\_\_ to show the prospect what your product does and what it can do for him.

**The Sales Process**



We must recognize common \_\_\_\_\_.  
The customer may begin talking faster  
or brighten up to ask about price or  
delivery. Any change in  
\_\_\_\_\_ could indicate that  
a buying decision is near. Ask a  
\_\_\_\_\_ whenever you see the  
person beginning to change demeanor.

**The Psychology of Closing**

Plan your \_\_\_\_\_ in detail,  
and then build your  
\_\_\_\_\_ on top of it.

**The Psychology of Closing**

Never tell the prospect  
\_\_\_\_\_ or \_\_\_\_\_ with  
him.

**The Psychology of Closing**

Hear the question out, \_\_\_\_\_ before replying, and then answer it carefully and respectfully. Ask for \_\_\_\_\_ – rather than assuming that you understand what the objection is, say “How do you mean exactly?” \_\_\_\_\_ the person on the objection, and treat his objection as important and valid. Use the \_\_\_\_\_ method, which expresses empathy, acknowledges validity and answers the objection: “I understand exactly how you feel. Many of our happiest clients felt the same way at one time. But this is what they found.” It's easy to answer any \_\_\_\_\_. Provide evidence or proof, such as testimonial letters. Never argue with a person or tell him that he's wrong.

**When Objections Get in the Way**

Every buyer or nonbuyer is a source of \_\_\_\_\_. A referral is worth 10 to 15 times a cold call. After the sale, you should take the referrals and \_\_\_\_\_ call on the new prospects. If you develop a \_\_\_\_\_ for obtaining and following up on referrals, you can greatly increase the \_\_\_\_\_ of your sales calls.

**Winning Closing Techniques**

One of the biggest problems salespeople have is managing their \_\_\_\_\_ efficiently. You are working only when you are \_\_\_\_\_ with a real, live prospect or customer. You are \_\_\_\_\_ when you're filling out forms or proposals.

Managing Your Time Effectively

A major time waster are \_\_\_\_\_ and \_\_\_\_\_ of calls in a geographic area.

Managing Your Time Effectively

You waste time when you're not \_\_\_\_\_ or you don't \_\_\_\_\_ or you don't ask for the \_\_\_\_\_ often enough, so you have to go \_\_\_\_\_ again and again. So practice your \_\_\_\_\_ and closes.

Managing Your Time Effectively

Spend your entire day working according to your \_\_\_\_\_ – make every minute count. Don't think of your day in term of hours; don't think of it in terms of \_\_\_\_\_ and \_\_\_\_\_; think of it in terms of minutes in the boxes. If you use your \_\_\_\_\_ and coffee breaks well and get started a little bit \_\_\_\_\_, you can gain as much as two and one-half to three months worth of \_\_\_\_\_ a year.

Managing Your Time Effectively