

TRUTH 7

About Sales

Nothing happens until
we sell something



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How do we convert our 'stuff' into income?

People don't like to be sold to, but they love to buy

Selling can be one of the most rewarding aspects of the business operation. It is when we successfully make a sale that all the good work we have done in marketing, operations (see Truth 8), planning and product comes together. When someone buys our product or service, the message is: "You've done something right around here. So right in fact, that I am happy to pay money to get some of it."

Sales is also really hard. This part of a business can be confronting and challenging, and often it can be tempting to focus on many other aspects of a business while putting sales in the 'too hard basket'. Sometimes we get tempted to go with the fingers-crossed approach when it comes to sales. We hope that people will somehow find us, and be so keen to buy our product or service that we need to limit the number of people we let in the door at the same time. The sad reality is though, that unless you work for Apple, not many business people will live to have that experience.

If a business doesn't sell its products or services at a profit, it is a hobby - nothing more.

It is true that in this millennium people resist being 'sold to'. Much more so than they might have done 20 years ago. People want to buy from people they know and trust. Customers are more likely to buy from a business they believe cares about them. And customers love to deal with businesses that are passionately committed to their

products and services. It is undoubtedly also true that you must ensure that customers are clear about the benefits they will get from your product or service and that they believe you will meet your promise to them.

At the same time, as business owners we can be forgiven for experiencing a 'no' to a sales offer as a personal rejection. Most of us are so personally invested in our business that we find it hard to make a distinction. Human beings will go to almost any length to avoid personal rejections. Our deep, unconscious brain actually experiences the fear of rejection at almost exactly the same level as the fear of death.

But nine times out of ten, if you do not at some point in the relationship ask for the business and make an actual offer to the customer with a 'call to action' that leads to a sale included in the offer, your business will not sell anything.

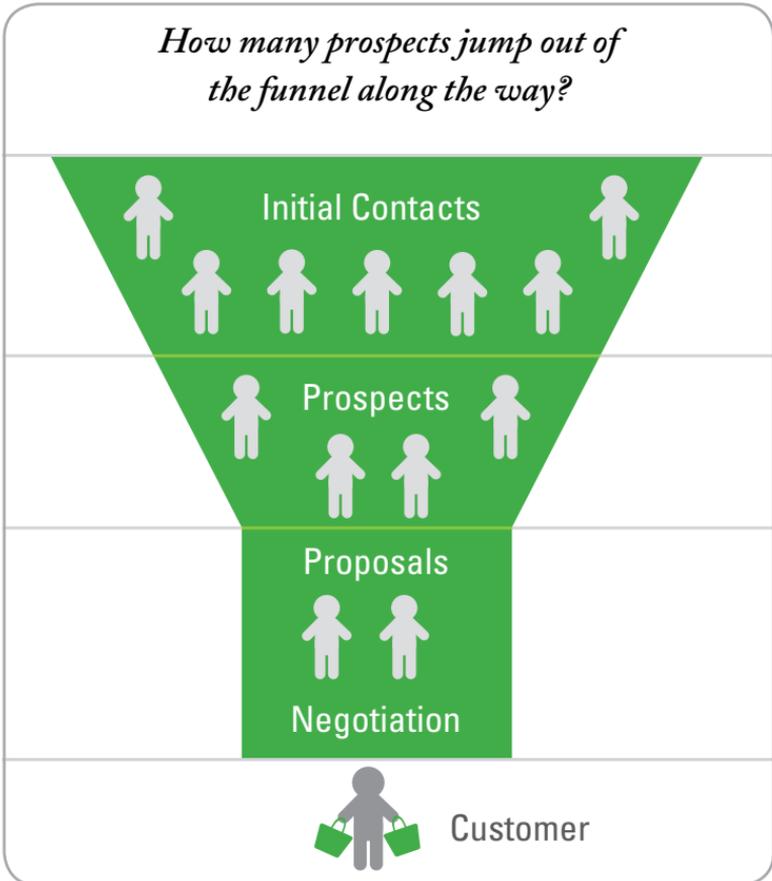
But in most cases, unless you ask for the sale by making an actual offer to the customer (with a 'call to action' that leads to a purchase), your business will not sell anything. It is therefore the most uncomfortable of *The Ten Truths* that any owner of a Healthy Bouncy Business must come to terms with in his own way.

In order to create and sustain a Healthy Bouncy Business it is essential that:

- We must do sales.
- We must learn about sales.

- We must practice sales.
- We must develop and implement sales systems.
- We must learn to manage our fear of rejection.
- We must find ways to support ourselves to get up again when we have been rejected, so that we pick up the phone or knock on our prospects' doors once more.

A Healthy Bouncy Business makes sales, and sales are a constant focus in the business - in good times and bad.



Kate's Bedtime Story

Once upon a time a long, long time ago in a land not unlike Australia... I worked with a small business owner called Kate, who owned an architectural practice. Kate was phenomenal at her profession and had won several prestigious architectural awards and prizes. Her portfolio was stunning, as were her website and brochures. All Kate's marketing materials shone with testimonials from Raving Fan clients. But when I started working with Kate she had barely enough work to keep the office going. The reason for this conflict was basic: Kate felt so uncomfortable selling herself and her business offer that she would go to enormous lengths to avoid asking for the sale. Only if clients specifically contacted her and asked her to take on their work did she bring business in.

Once we uncovered the issue, we started making headway with Kate's blocks and she learnt to become more comfortable with selling step by step. Kate's business has since gone from strength to strength.

And Kate lived happily ever after...

Next Steps

1. Accept that rejection is part of sales.
2. Accept that you will not sign up every opportunity.
3. Accept that rejection feels uncomfortable and that you will never learn to enjoy it.
4. Measure your sales performance.
5. Investigate sales training - online, or face-to-face.
6. Fill an A4 page with the following sentence, listing all the benefits, skills and knowledge you give your customers: "When people buy from me they get..."
7. List the top three benefits of buying your product or service.
8. List three things you could do to increase the level of trust your prospects and clients have in you.
9. Experiment with writing sales scripts, including an 'ask for the business' call to action.

Resources

- *The Ten Truths* Website: www.thetentruths.com.au/resources/sales
- Book – Jeffery Gittomer, “Little Red Book of Selling” on Amazon www.amazon.com/Little-Red-Book-Selling-Principles/dp/1885167601/ref=sr_1_1?s=books&ie=UTF8&qid=1286767145&sr=1-1
- Video – Jeffrey Gittomer on sales: www.youtube.com/user/BuyGitomer
- Video – Brian Tracey, “The Power of Asking”: www.youtube.com/watch?v=At8FIN0kYiY&feature=related
- Video – The Black Chair, “The Love and Hate of Selling”: www.youtube.com/watch?v=GV1Vjil155M
- Video – Alec Baldwin in ‘Malice’. How not to do sales in 2011 and beyond: www.YouTube.com/watch?v=zCf46yHIzSo&feature=related

Remember

Helping people make the right buying decision is actually fun and rewarding for both parties.

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