

# Seven foundations on which to build your success in sales.



Sales, at its simplest, is finding the right prospect, engaging with them understanding their needs and then finding a solution that solves their problems. If you do that consistently then you will find success.

You can add more skills, techniques and knowledge over time, but only when you have the basic foundations in place.

At Sales Made Easy, we've highlighted what we believe are the seven foundations to learn, do and then do consistently. These form the foundations on which you can build a successful career in sales.

## ONE: Activity

You must make things happen, you must make the call, book the appointment, follow up then follow through.

Know your conversion ratios at every stage in your pipeline. How many calls and appointments must you make to achieve one sale? When you know the number of sales you want (for a day/week or month), reverse engineer the ratios so that you can see how many calls you need to make.

**Now you know the level of activity you need to do.**



## TWO: Engage

The old cliché that 'People buy from people they like and trust' is more relevant today than it's ever been. You should adapt to your prospects style, emphasise and engage with them. Really understand them and build trust. They don't need to become your friend but they do need to trust you. They don't need to be your friend, but they should, as a minimum, **trust your ability.**



## THREE: Question

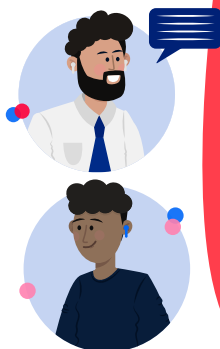
The best salespeople question well. They use empathy, gain permission to ask lots of questions and then probe into the detail of the areas they want to explore. Your goal should be to find out the impact issues on the business and on the prospect their 'Internal Problem.' The same principles apply if your prospect doesn't have an issue, they are simply looking for an upgrade, find the internal reason for that upgrade. Be able to answer the question: **"How will this solution improve their life?"**



## FOUR: Listen

Listen to what your prospect says, don't get distracted and don't assume that you know the answers, in fact, assume you don't. As well as listening and taking in the information, show them that you are listening. Ask questions, acknowledge what they are saying and repeat back what you've heard so make sure you're on the same page.

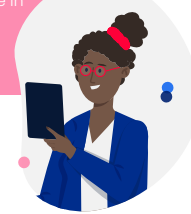
**Prospects trust a good listener far more than a good talker!**



## FIVE: Know

Know your product, know your competition, and know your industry. Why would a prospect listen to you and buy from you if you weren't knowledgeable in those three areas?

**Enough said!**



## SIX: Solve

If you can provide a solution to your prospects needs, then do so but don't bore them and turn them off. The simplest way is to re-iterate their need; explain how you can help by showing the benefits of what you do before talking about the features. Yes, benefits first and features second. Pack a punch, solve the problem, and then explain how it works.



## SEVEN: Do It

They say it takes 21 days to create a new habit. That means you need to do all the above, every time, consistently for at least 21 days. **Get into the habit of doing the right things all day, every day. That will bring you success.**

