

ADVANCED SELLING STRATEGIES

The Proven System of Sales Ideas,
Methods and Techniques Used by
Top Salespeople Everywhere

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MAIN IDEA

The sales profession is one of the most interesting, most dynamic and most rewarding business fields available. And to successfully build a career in this field, there's really only one concept to keep in mind -- you don't have to be a pioneer.

In other words, don't try and blaze your own trail. Instead, learn from the success of others. Study the sales techniques which have worked for other people in other settings and with other products and services. Evaluate what worked for them, adapt these principles to suit your own specific product or service and move ahead.

The principles of success remain the same regardless of what you're selling. All it takes is the ability to adapt and adopt the techniques of sales success to your own needs and requirements.

<u>1. The Psychology of Selling</u>	Page 2
80-percent of your success in the field of selling will be determined by what you think about. Therefore, by learning to think the same way the most successful salespeople do, you can improve your performance dramatically and immediately.	
<u>2. The Development of Personal Sales Power</u>	Page 2
In selling, everything counts, but 80-percent of your success will derive from the quality of your personality. Therefore, build your personality by:	
1. Taking full responsibility for your own life.	
2. Interpreting everything that happens in a positive light.	
3. Making a commitment to excellence in your field.	
4. Being persistent.	
5. Having integrity -- perfect honesty with yourself and others.	
6. Being grateful for everything you have.	
7. Setting clear and specific goals.	
In addition, you need to understand the mental laws of success and engage in daily mental exercise.	
<u>3. Personal Strategic Planning</u>	Page 3
A personal strategic plan articulates your vision of who you are and where you want to head in the months and years ahead. The components of a personal strategic plan include:	
1. Values statement	
2. Personal vision statement	
3. Mission statement	
4. Situation analysis	
5. Market analysis	
<u>4. Customer Relationships -- The Heart of the Sale</u>	Page 3
The very essence of sales success is to build and maintain high-quality relationships with customers. The only way to do that is with trust and credibility.	
<u>5. The Profession of Selling</u>	Page 4
To build a good solid career in sales successfully, follow one simple guideline -- always do more than you are paid for. If you habitually put more into your career than you take out, you'll be exceptionally successful.	
<u>6. Motivating People To Buy From You</u>	Page 5
Sales professionals are intensely interested in the reasons people decide to buy from them. They meticulously analyze why current customers have purchased from them -- since this is the key to expanding their sales effectiveness.	
<u>7. How to Influence the Buying Decision</u>	Page 5
Most sales are made or lost within the first 30-seconds of contact. Therefore, sales professionals control and orchestrate every element of their environment with the singular goal of making people feel comfortable dealing with them and confident about their expertise.	
<u>8. Prospecting -- Filling the Sales Pipeline</u>	Page 6
To build a successful business, you must have an ongoing new business development program underway. In the sales field, that means prospecting -- finding the requisite number of new people each week who are capable of buying your product or service.	
<u>9. How to Make Powerful Presentations</u>	Page 7
Effective presentations are the centerpiece of the professional sales process. The ability to give influential and persuasive presentations to prospects can offset average performance levels in every other part of the overall sales process.	
<u>10. Closing the Sale -- The Endgame of Selling</u>	Page 8
Fortunately, closing a sale is difficult. That creates the opportunity for you to prosper and earn tremendous wealth. If closing the sale was easy, all they'd need (and pay for) is an order taker -- and anyone on minimum wage can do that.	

