

# **-Basic Facts Of Sales -**

Instant Training by Adam Vizler

(BASED ON the **Definitive Cold Sales Course**)

- Commitment builds up gradually. But once there is a small amount of it, like gravity it invites more and more and adds to itself one bit at a time.
- Once commitment is established, people would rather keep that up even if it is inconvenient rather than cancel it and quit.
- Agreement is the basis of all sales.
- For a prospect to buy the sales rep's product, the sales rep has to be sold to the prospect first. I.E. One can pitch whatever one wants, if he himself aren't accepted and liked.
- Attention goes to the subject that are being communicated about. The more one asks and talks about problems, the more the prospect will be aware of those. The more one talks and asks about concerns the more the prospect is being aware of those. The more one talks and asks about benefits, the more the prospect is aware of those.
- Previous negative experiences can influence the prospect with caution and carefulness in regards to new experiences. I.E. if the prospect got disappointed in your industry before, even if you are not representing the same company, it can influence the decision making process of the prospect. Get rid of those experience's influence before proceeding with the interview.

- Positioning is the technique to introduce something favourably and fast without extensive education.
- People naturally aim towards 2 things at the same time. Getting away from **pain** and getting closer to **happiness**. In Sales, **pain** is a problem (as all problems create pain to a certain level, physically or emotionally). In Sales **happiness** are goals. As achieving goals and succeeding at them causes happiness.
- Nobody buys another problem. People ONLY buy solutions. Solutions that are handling problems or solutions that allow the individual to get closer or even achieve his goals.
- The more people understand something, the more secure and at ease and comfortable they feel about that thing. The less people understand something, the more they fear it and resist it.
- Sales is about turning a maybe into a yes. It is not about turning a no into a yes. That is a waste of time and rarely works.
- Sales is emotional. Without emotional attachment there is rarely a sale. But same thing with logic. Without logic, there is rarely a sale. Logic in the end is second to emotion, but you need it nevertheless to make the sale.
- Fear and uncertainty are the reasons for 80% of the objections.
- An Objection is a “reason why not to do something”.

- People pay the price if they estimate the product to be of equal or better value to the price. People won't pay the price if they view the price more than the value they will get.
- The more expensive the product gets, the more logic and education it requires to be sold. Alternatively, the cheaper a product gets, emotion dictates the decision making process more and more.
- Imagination, and getting people to imagine potential positive scenarios can create emotion.
- Often times, people make up their own minds about something by looking at other's reactions to this something.
- The simpler something gets, the easier it gets to think with it and to interact/reach out for it.
- A sale is automatically made when the individual has no more objections. Alternatively, a sale is never made as long as the individual has objections about buying.
- A prospect NEVER "thinks about it".
- Prospects can lie just as much as any other human being.
- Sometimes a message or point has to be repeated 5-7 times until the receiver really "gets it". This fact is made based on research.
- There is NEVER a close if there was no request made to close.

- One who never asks, will never get an answer.
- The more tailor made a communication is, the better it is understood and received.
- If the sales rep doesn't believe, trust and like the product, neither will the prospect.
- Emotions act like viruses. They spread from person to person, who has been exposed to it.
- The more agreement one gives, the more agreement one gets.
- The more liking one gives, the more liking one gets.
- Questions & intelligence gatherings are more important than blindly pitching.
- There is ALWAYS another objection behind "I need to think about it" and "let me take a look around first" and "I will call you back". That objection behind these "fake" ones is the real one you should aim to handle.
- A legitimate objection is a real reason why the prospect can't move forward. It has to be actually solved (or the prospect at least has to be armed with a solution in order to move forward)
- The more personal a salesperson is, the more influence the salesperson has.

- Force will be met with resistance. Acceptance will be met with favourableness.
- People like people with similar qualities.
- People hate those that are against them or belittle them or show them they are wrong.
- Sales is essentially about helping the prospect.
- A “yes” means yes. A “maybe” means yes. A “no” means not yet.



For more INFO head over to [www.competentskills.com](http://www.competentskills.com)