

- Selling With Help-

Instant Training by Adam Vizler

(Taken from the **Definitive Cold Sales Course**)

Things To Know About “Help”

The most important thing in this world is help. Whether you believe it or not.

Help is everywhere you look. Help is vital.

In a weird way, if we look at it. Everything and anyone is there helping someone or something.

The bees are helping flowers to pollinate.

The dogs are helping to keep the house safe, or their owners accompanied.

A car helps some one to get around.

And your prospect? He either is there in the interview to help himself, or some one he cares about. On occasion, the prospect is there to help you.

And you are there to help the prospect.

It's crazy to think about it, but help is such a powerful motivation for people. I get friends to do me small and big favours just because they know they are helping me with it. Sometimes they do things for me, to help me, even if they don't necessarily planned or had the mood for it.

Some people are obsessed with self-help. They just want to assist themselves to get and become better.

You get the point. Help is powerful. We all want to help, better, improve or assist something or someone in our lives.

So How Do You Use Help To Sell?

A powerful sales tactic, is to find what/who the prospect wants to help. Who or what the prospect cares about?

His family? Friends? A cause? A certain thing? Himself?

And from there on, simply pitching your offer in a way where you emphasize how it helps that thing or person.

Simple right?

Yet don't underestimate the power of it! Knowing and using the help sales tactic properly can earn you top dollars!

The best fundraisers out there are a big fan of this sales tactic. Why? Because getting donations isn't really the thing where it pays out for the donator. They don't really get anything in exchange.

BUT, they can say they helped a cause. Or they can help themselves feeling better about themselves. It might help the ego. Or it might even help their status image.

Or donation, can help someone they care about. Donation for a school library helps the kids (if they care about the future generation). A donation for the homeless to create new jobs can help their country's economics, and their country...

Find out what/who the prospect cares about, and emphasise in your sales pitch how purchasing from you, getting your product/service helps that thing or person!

You want to be a top fundraiser? Sales pitcher? Closer? Recruiter? Help me help you! Get started on the course that I'm linking below and use your new skills to help your customers, your confidence, your company and revenue!



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