

The Art of Winning Every Sale Part One



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Business is the process, system, skills, and abilities, which convert a resource, distinct knowledge, and experience into a contribution of economic value in the marketplace. This takes a considerable amount of effort and cost.

However, unless an organization can reach people who convert the cost and effort into revenues and profit through their willingness to exchange their purchasing power for a product or service, the organization will not last in business. In other words, the organization has to sell its products or services to stay in business.

There are many definitions of selling. Oxford dictionary defines selling as, “To give something to someone who pays for it and is then the owner of it”.

Brian Tracy, a leadership, sales, managerial effectiveness, and business strategy expert, defines selling as, “The process of persuading a person that your product or service is of greater value to him than the price you are asking for it.”

I humbly define selling as, “The process of helping people, honestly, ethically and with loyalty and integrity, solving their problems by means of providing them with your product or service in exchange with something of value.

Selling is one of the world’s oldest, most exciting, and most profitable career in business that ever conceived by man. However, it is also one of the toughest jobs in the world.

The sales person might be treated rudely, people will slam doors in his/her face, hang up his/her call for no obvious reason and will meet people who will avoid him/her. He/she might face frustration, stress, closed doors, low sales, and every other symptom associated with anyone who is uncertain about his survival.

Hence, selling is an art and a science that requires knowing and mastering certain and vital skills and techniques including having positive mental attitude, complete product knowledge, prospecting, knowing the customers' needs, continuous personal development and self management, mastering the new model of selling, presentation skills, handling objections, obtaining customer's commitment, and the closing techniques. These skills and techniques will be discussed in this series of articles.

Having positive mental attitude is the first vital aspect in the selling process. William Clement Stone, the prominent businessman, philanthropist and self-help books author said, "Sales are contingent upon the attitude of the salesman, not the attitude of the prospect".

Like in any other aspect of life, attitude is the difference maker. It is the one thing that can make a difference in the results and outcomes of anything we do. Positive attitude will let us do things in ways better than negative attitude will; hence, better results. Negative attitude cancels all the other skills that the person has.

Our attitude is formed and gained by what we know and from the process of how we came to know what we know. It is formed by the influence of internal and external factors. The internal factors are the way we think, feel, our philosophy, how we see ourselves, our experience, and our choices. The external factors are our education, the environment; family, school, friends, media and everything around us, and events.

The great thing about attitude is that it is a choice. Everyone can have a positive mental attitude. In order to change our attitude, we have to change our way of thinking. We can achieve that by changing the information we add to our mind every day. It can be accomplished by changing the books we read, the things we observe and watch, and most importantly, the people we are associated with.

Product knowledge is by far one of the most important and critical key in the selling process. Before you sell your product or service, make sure you know it inside out; everything about it. You cannot afford being caught without an answer if your prospect had a specific question. How much faith would you have in a product and how much would you trust a salesperson who could not answer your questions about the product?

There are a few tips on how to get to know your product better. These will be discussed in the following article.