

The Art of Winning Every Sale Part Two



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Selling is an art and a science that requires knowing and mastering certain and vital skills and techniques. Having positive mental attitude is the first one of them and having complete product and industry knowledge is the second. Knowing the product and the industry is 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.

One of the worst mistakes a sales person can possibly make is to be unprepared. Sales professionals take time out of every day to get to know their product or service better. You, as a salesperson should know everything about your product or service and focusing more on details about which you know the least.

Knowledge is power and a critical business issue. Your credibility with a prospect depends to a large extent on how much you know about the industry and your product or service and the competitor's. In other words, you have to make the prospect believe that you are a 'qualified consultant' in regards to the product or service you provide.

In addition, it is difficult, if not impossible, to sell to a customer if you cannot show how your product or service will fulfill his/her needs.

Your knowledge of the product or service you provide comes from the information you gather about the product or service and the industry. Remember, the more you know about your product, the easier it will be to sell.

It is important to understand how your product is made, any special manufacturing process, the value of the product, how the product should and can be used, price, styles, colors or models available, distribution and delivery, servicing, warranty and repair, and any other related information.

There are a few tips on how to get to know your product better.

The first and the best way to get to know a product is to use it and truly believe in it. This, not only gives you the ability to know it inside and out, you will also be able to tell your customer that you have and use the product. This will tell the customer how much you believe in the product and that you have confidence in it.

One of the best selling tools is seeing you, the seller, completely happy, satisfied and enthusiastic about a product. This will help remove the uncertainty in the prospects mind about the product. In most cases, if a customer is not fully convinced about a product, it may be the lack of confidence a salesperson has towards that product.

The second way is to read as much information as you possibly can on your product. Find all the printed materials on that product; brochures, reports and even testimonies. Leave no stone unturned and learn about the features and benefits your product offers and keep reading until you know them by heart.

However, make sure you do not start educating your customer about what you know before knowing his/her needs; this will be explained in another article.

The third way is to consider yourself as the customer and think about all the questions of which he/she may think. Normally, salespeople do not do that when it comes to buying their companies' products. Ask yourself as many questions about the product as you can. When you are finished, go over these questions and answer them with convincing and satisfying answers.

The second requirement, before you start selling your product or service, is to have the right personality- especially your self-concept. Psychologists and humanists define self-concept as, "The perception factor that ties together how people feel about themselves with how well they receive further experiences. It is the mental and conceptual awareness one holds of him/herself, including physical, psychological, and social attributes".

Our self-concept is a very important component of our personality. In this regard, Dr. Joyce Brothers, the American expert psychologist, said, "An individual's self-concept is the core of his personality. It affects every aspect of human behavior: the ability to learn, and the capacity to grow and change."

Our self-concept contains three sides and three components. The three sides of our self-concept are; the way we see and think about ourselves, the way others see us, and the way we truly are. You might see yourself, for example, as smart and competent. However; others may see and consider you the opposite.

The three components of our self-concept are; our self-ideal, our self-image, and our self-esteem.

The first component is your self-ideal. Psychologists define self-ideal as, "The way of how a person should act, respond and behave based on certain personal standards". It is also what you want to be that influenced by your thoughts, culture, environment, values, and goals; and by the combination of attributes you admire, which you have collected through the years.

The second component is your self-image. It is an important part of your personality; and it is important to understand that your strong, positive self-image is the best possible preparation for success in life.

It is your idea of who and what you are in light of your past experience, which determines your performance level. It is, as Dr. Maxwell Maltz described it, "The conception of the sort of person you are" which lead to the actions you take that will allow others to see and think about you.

There are two factors that affect your self-image; internal and external factors. The internal factors are your lifestyle, your negative thoughts, and your personality traits. These are affected by the external factors, which are the environment in which you live, your social interaction, the organization for which you work, major life events, and the daily problems that you face.

Your self-image controls your attitude, your physical appearance, your communication and people skills, your mood, and even your health. Consequently, it determines what you become. Dr. Maxwell Maltz, who developed the Psycho-Cybernetics System, said, "Our self-image, strongly held, essentially determines what we become."

Self-esteem is the third component of our self-concept. It is the emotional part and the inner power of our self-concept. It is the spark and the motivator of our ego, dignity, energy, enthusiasm, determination, and effectiveness. It is how much the person likes him/her self and how much he/she feels valued, loved, and accepted. Your self-esteem affects how you think, act and even how you relate to other people.

Having a positive self-concept is important to build a strong personality, which is vital to your selling profession.

Therefore, you have to examine and find out the weaknesses in any part of your self-concept and fix them before you meet a prospect. If the prospect does not like you, he/she will not buy from you.