

JUSTSELL

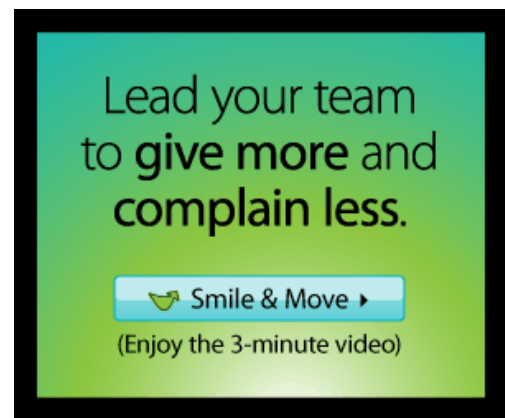
THE SALES PROCESS DEFINED

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Sales is rocket science. And just as rocket science is built from a foundation of physical and mathematical laws and principles, sales can be distilled to its very simple laws and principles.

While branded selling “systems” and “approaches” serve several purposes (they help differentiate sales books and training material in order to sell them better as well as assist in articulating a message so it’s easily learned and/ or implemented) the simple laws and principles underlying them all have remained relatively unchanged since the beginning of time.

Here’s the bottom line for your records – fluff removed. Depending on what you sell, parts of the process may not be needed and some parts might need repeating.

Use it as a guide for the in-house sales [development of your team](#) or for your personal sales skill development (you do work on your most valuable asset, don’t you?) Focus on one area each week or month. Print it out. Send it out. Build from it.

The sales process

Assuming you’ve identified the features & benefits of your product/ service – and you’ve identified and defined your target market – the sales process begins...

1. Prospect
2. Interview
3. Analyze needs
4. Present
5. Negotiate
6. Close
7. Service & follow-up

Throughout the sales process, the salesperson should be continually...

- positively expectant
- enthusiastic
- [asking questions](#)
- listening
- qualifying the opportunity (for both parties)
- discovering hot buttons (what’s in it for them)

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- building rapport
- establishing trust
- developing credibility
- developing a valuable relationship
- addressing [objections](#)
- planning next action steps
- confirming understanding
- asking for referrals
- seeking additional opportunities to serve & sell
- evaluating responses & results (positive/ negative)
- affirming decisions (minimizing buyer's remorse)

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Now go sell something.>>

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