

Title:

7 Ways to Stop "Selling" & Start Building Relationships

Word Count:

1194

Summary:

Traditional Sales Mindset Vs Unlock The Game Mindset Always deliver a strong sales pitch. Vs

Keywords:

cold

Article Body:

<p>Sometimes we can all use a friendly reminder to keep us from backsliding into old ways of t

<p>New Thinking = New Results</p>

<p>Maybe it's time to take a different approach. Maybe we need to seriously analyze our sales

<p>Traditional Sales Mindset Vs Unlock The Game Mindset</p>

<p>1. Always deliver a strong sales pitch. Vs Stop the sales pitch -- and start a conversati

<p>2. Your central objective is always to close the sale. Vs Your central goal is always to

<p>3. When you lose a sale, it's usually at the end of the sales process. Vs When you lose a

<p>4. Rejection is a normal part of selling. Vs Sales pressure is the only cause of rejectio

<p>5. Keep chasing every potential client until you get a yes or a no. Vs Never chase a pote

<p>6. When a prospect offers objections, challenge and/or counter them. Vs When a potential

<p>7. If a potential client challenges the value of your product or service, you must defend

<p>Let's take a closer look at these central Unlock The Game concepts so you can begin to ope

<p>1) Stop the sales pitch -- and start a conversation.</p>

<p>When you call someone, avoid making a mini-presentation about yourself, your company, and w

<p>2) Your central goal is always to discover whether you and your potential client are a good

<p>Let go of trying to "close the sale" or "get the appointment"-- and you will discover that

<p>3) When you lose a sale, it's usually right at the beginning of the sales process.</p>

<p>If you believe that you lose sales because you make a mistake at the end of the process, ta

<p>When you use traditional sales language, potential clients can't help but label you with th

<p>4) Sales pressure is the only cause of rejection. Rejection should never happen.</p>

<p>Rejection happens for only one reason: Something you said, as subtle as it might have been,

<p>5) Never chase a potential client--you'll only trigger more sales pressure.</p>

<p>"Chasing" potential clients has always been considered normal and necessary, but it's roote

<p>6) When a potential client offers objections, uncover the truth behind them.</p>

<p>Most traditional sales programs spend a lot of time focusing on "overcoming objections." Th

<p>Rather than trying to counter objections, you can uncover the truth by replying, "That's no

<p>7) Never defend yourself or what you have to offer -- it only creates more sales pressure.<

<p>When a potential client says, "Why should I choose you over your competition?," your first,

<p>Something like, "This 'salesperson' is trying to sell me on why what they have to offer is

<p>You too can improve your sales effectiveness if you are open minded and willing to try a ne

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