

EACH ONE! BLESS ONE! YOU MAKE A DIFFERENCE!

If Each One Will Bless One, the World as We know it Will Change!

Emmanuel's Blessings to You! Peace and Love in Christ! PLC!

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Each One! Bless One!

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Chapter 10

Professional Selling at Its Best

PART THREE

An Informative Example

(CONTINUED)

A professional doctor once told my wife that she had high blood pressure. He wrote her a prescription, but she did not take the medication. She went home and read some books on how to lower high blood pressure. She did not get her prescription filled. She followed her knowledge from the books, ate colored fruits and vegetables, did more walking, did not allow things to stress her out; and guess what?--her blood pressure lowered to normal.

When she asked the doctor how long she had to take the medication that he prescribed for her high blood pressure, his response was, "Maybe for the rest of your life." Think about that true story. Think about your life.

The reason those patients are there at the professional doctor's office is because he is making decisions for his patients. As professional sales people, automobile sales people, as apartment home leasing consultants, we must help the customer make the decisions. People hate to make decisions. They enjoy having professionals think for them. Get smart. Know your products or services well enough so you can help your clients make good decisions.

I want to say something here, that's really unusual about the business of selling. You have to think about selling and prospecting regardless of what you are selling or to whom you are selling, because the person who is sitting in front of you or standing is observing you as a salesperson. Moreover, they hear every word that you are saying, and they see everything that you do. Now what am I saying here—practice.

Practice your approach, because when you are dealing with people, your words will come automatically when you go into your sales presentation. Your transition from your normal conversation into your sales presentation must be seamless. Your customers hear every word, and they see everything that you do. Make sure that everything that you say and do is pleasing to your prospective buyer.

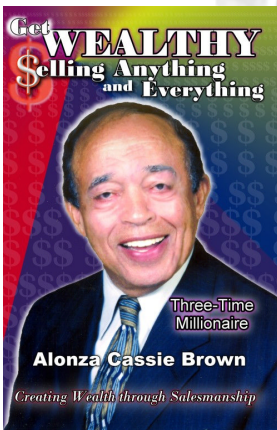
It is so easy to lose a sale. I can go into your waste paper basket and find contracts that should have been executed, but a mistake was made by a salesperson. They did not realize that they had made a mistake, nor did they realize it was their fault. They missed it by just a few bad statements or words. That same situation could have been closed effectively. They did not obey the

rules of the sales game, which are as simple as drinking a glass of water when you know and practice your sales approach.



Week 10–My Daily Sales Affirmations

1. I will smile and complement my prospects and customers; smiling as I speak.
2. I will evaluate my prospects as I approach them.
3. I will be the good professional and take charge.
4. I will work towards getting people to trust my judgment more.
5. I will help my customers make the best decisions.
6. I will think about selling and prospecting for business as often as possible.
7. I will practice my approaches and closes until they become a natural part of my conversation.
8. I will ensure that everything I do and say is pleasing to my prospective buyer.



[Dr. AC Brown](#)

Three-Time Millionaire

“Doing It God’s Way”

Let Me Show You How

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