

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 TWO

(CONTINUED)

Professional Sales Person

I want you to picture a woman in a downtown clothing store approaching the women's clothing department. She wants to purchase a nice casual dress. She is going to a casual affair at a co-worker's home. The occasion will accommodate indoor and outdoor activities. She wants to wear something new. She does not know what color or style of dress she wants to purchase. The season is mid-spring approaching summer in southern United States and she has money in her pocket. She has a budget, but money is really no object for her.

Instead of standing around finishing a conversation when the “sale” walks through the door, leaning on the counter waiting for a suggestive “I-need-some-help” glance, or following the “sale” around the store, you stop what you are doing and make professional sales evaluations concerning the person as soon as they enter.

In some stores these days, a customer is “hard-pressed” to find a sales representative to help. A sales clerk should be readily available, but not trailing you around the store as if you are a common thief. When the economy is poor, many stores will not have enough employees to handle their customer base; or the store’s policy is designed not to professionally accommodate its customer base. I am not talking about those stores here.

When the sales clerk sees the person coming into the store, he begins “sizing” him up; based on his/her first appearance. What are they wearing? How are they wearing their clothes? You are evaluating their posture, their attitude, how they carry themselves, the speed of their gait, and who is with them. What you are really doing is being a “match-maker.” First, you compile a basic profile about them in your mind, and then you wait for them to tell you what they came into the store to purchase. When they speak, you make evaluations concerning the person, their personality, education, cultural background, and past, present, and future plans.

Sometimes when you are not busy with a customer, you and another member of your sales team can practice and fine tune each other's evaluations of customers to help one another perfect this important sales technique. At first, focus on the one product. Then you want to adjust your focus to the accessories, which accentuate that first product (or service). Think multiple selling opportunities. You are looking at colors, styles, provocative nature—does the person have an extravert personality or are they

introverted? But remember, your focus is on selling the one product initially.



An Informative Example

Another informative example.

“Mrs. Adams, I have completed the test and I discovered that you need an operation,” says the professional doctor.

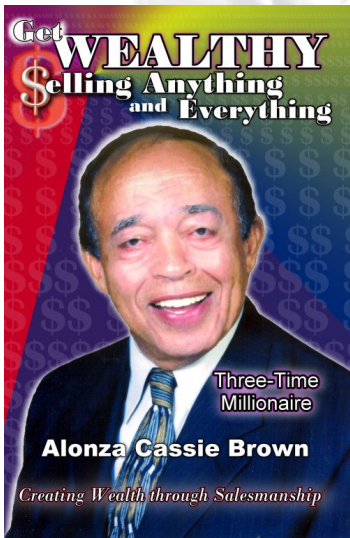
You could not pay this professional doctor to say to Mrs. Adams: “Now before I operate, here are two other professional doctor’s business cards, they are specialists as I am. I would like you to go and let them run some tests also, then you can make a decision on which doctor you want to use.”

You could not pay this doctor with that white coat on to do it that way. The professional doctor makes decisions for his patients. What about the professional sales person? Your clients want you to make decisions for them. People hate to make decisions. You must know your product or your service so you can help your clients make the best possible decisions. A good professional takes charge.

The professional doctor's business is based on his professional medical knowledge and based on his patient’s lack of knowledge and their desire to get served by a professional who has their interest at heart. Someone who can heal them. They are waiting for the doctor to tell them something, preferably something positive. The doctor is going to give the patient an answer though sometimes it may be the wrong answer. People are generally

happy with the answer the doctor gives them, because they trust the doctor's judgment.

There are two things the patient wants: 1) an answer as to why he is there, and 2) a prescription for what ails them. Most of the time, they may only need to change their diet and get some exercise, drink plenty of water, and they will get better. However, the professional doctor is in the business of serving his patient's interests; and his interests as well. If no one is sick, he has no business. He has to keep them coming back. As long as the doctor tells the patient to come back, they will keep coming back for more tests or for general examinations. This makes the patients feel confident that their ailments are being healed and should they get sick, they have a professional who knows how to take care of them. (TO BE CONTINUED)



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