

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 ONE

Professional

Selling

General selling. Let's talk here now about selling anything and everything, general selling. Because a customer may just walk into your place of business wanting you to help them. They want to purchase something, and they can't find a clerk to inspire them to buy. This is your job as a sales professional. As the professional sales person, you walk up to them—smiling—and say, may I help you? Think, perhaps they do not know what they want to purchase. Have you ever considered that? They may want to purchase a gift for someone, but do not know what they want to get them. They may want to get a piece of medium-sized furniture for a specific room, but have not really figured out what piece. It could be clothing, perfume, mascara,

shoes, an aquarium or a pool table; the list goes on and on. We are sales professionals, and we are supposed to inspire people. You, the sales person have been trained with the ability to inspire people to move in specific directions; learn how—keep reading.

- First, you are going to smile.
- Second, you are going to complement them.
- Third, you are going to smile as you speak.

This you will have to practice so it does not seem awkward to you or your customers. (This technique works on the telephone when the person to whom you are speaking cannot see you. It is a highly effective technique.) When you see them smiling back at you, you know that smile of yours is working. As they come into your place of business, you observe the person or persons.

Perhaps a woman or a man, or a couple; are they hand in hand? Are they walking together or apart? Are they walking hurriedly or slowly? Are their heads hung low or their chins up? Is there a teenager or a young man or young woman with the couple? Or are the persons or person, young adults?

You are evaluating every element and aspect of the person or persons as they enter your store or department and you are mentally preparing the words that you are going to impart to them. You are going to complement them subtlety and begin to tie their mind into your mind. This means, you are going to begin to get them thinking the way you are thinking.

You are going to get their minds and their words to go the way you want them to go. You have just started that process with the smile and the complement. Now, anything and everything you do and say in which your customers are interested continues the process of getting their minds to follow your mind. Include any positive human common denominators in your interaction with your customers in order to continue the process. This sale is now

moving. You have a sale moving; moving in the direction in which you want it to go.

I can guarantee you, I promise you that your cash register will begin ringing like never before. Can you hear it? In order to connect your mind with their minds—smile. It is so simple; compliment them on their clothes, on their style, on their shoes, on their intelligence, their panache. Compliment them on how they are wearing whatever they are wearing (including the perfume), and smile at the same time you are saying it. Do you think you can sell this way?

When you start smiling, you start selling. Your customers are going to start smiling also. Have you noticed, as you travel to this land, how successful people are always smiling with a pleasing personality? Have you ever seen a person that is succeeding, that is not smiling?

Have you ever wondered why every man and every woman that is successful is smiling? Have you ever wondered how it is so and why they are smiling? Have you ever noticed how friendly they are? Every man, every woman, and every person on this earth is equipped with the ability to smile or to laugh. These are health boosters for you and your clients.

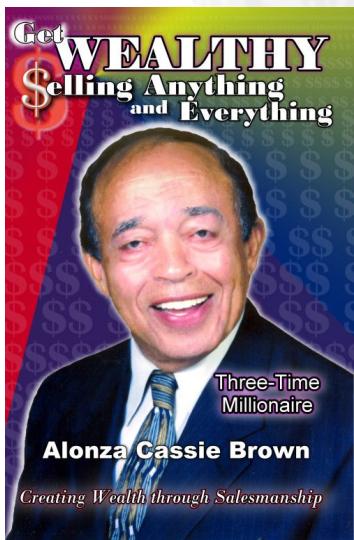
You will want to use common physiological behaviors and characteristics of humankind to connect with one another in an attempt to make a sale of your product or service. These common human denominators are important for persuading people to follow your sales directives, to get them to purchase the products which you know they have come into your place of business to get.

Handshakes. Let me give you an example about handshakes; don't use a vice grip, no. Do not use it. It will turn off your customer. Use a smooth, firm handshake. Let there be no air between the palm of your hand and the palm of theirs. You want to smile and shake their hand at the same time. As you look them

directly in their eyes, you have begun the example of what I'm talking about—connecting their mind with your mind.

I was the manager of my Real Estate company in Atlanta. Often, I would walk into my office and shake the hands of any salespersons there and the customers sitting in the waiting room. You can do this too regardless of what you are selling—smile and greet each and every customer as if you are running for a political office.

What you are doing is selling your company, your product, or service with that smile and with that handshake. Some of the people sitting there may not be your customers, but know this important piece of information, you are selling your company, you are selling the owner, and you are selling your product or service when you meet and greet those people sitting around your waiting room.



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“Doing It God’s Way”
Let Me Show You How
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