



UK Edition

Making Everything Easier!™

2nd Edition

Selling

FOR

DUMMIES®

Learn to:

- Master the selling cycle in seven steps
- Take advantage of the latest technology to improve your sales
- Build relationships that sustain and grow your business
- Sell in up and down economies

Tom Hopkins

Chairman, Tom Hopkins International

Ben Kench

Leading UK sales trainer and business growth specialist



Get More and Do More at Dummies.com®



Start with **FREE** Cheat Sheets

Cheat Sheets include

- Checklists
- Charts
- Common Instructions
- And Other Good Stuff!

**To access the Cheat Sheet created specifically for this book,
go to www.dummies.com/cheatsheet/sellinguk**

Get Smart at Dummies.com

Dummies.com makes your life easier with 1,000s of answers on everything from removing wallpaper to using the latest version of Windows.

Check out our

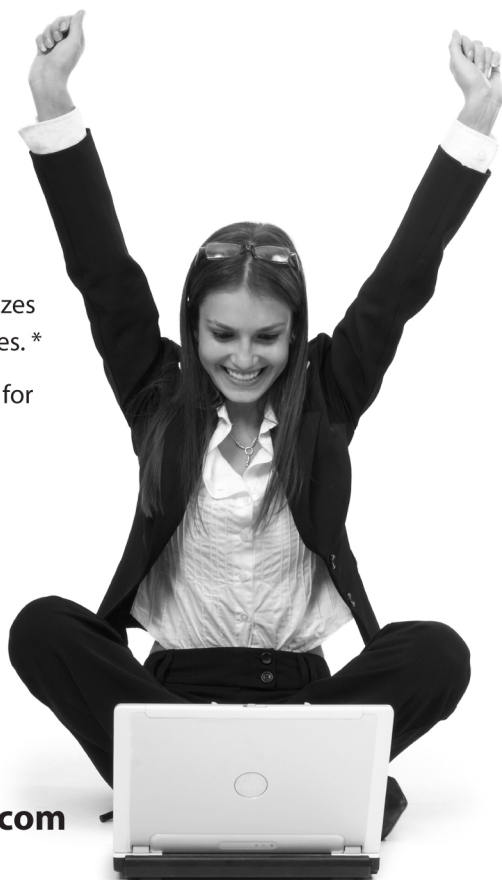
- Videos
- Illustrated Articles
- Step-by-Step Instructions

Plus, each month you can win valuable prizes by entering our Dummies.com sweepstakes.*

Want a weekly dose of Dummies? Sign up for Newsletters on

- Digital Photography
- Microsoft Windows & Office
- Personal Finance & Investing
- Health & Wellness
- Computing, iPods & Mobile Phones
- eBay
- Internet
- Food, Home & Garden

Find out 'HOW' at Dummies.com



**Sweepstakes not currently available in all countries;
visit Dummies.com for official rules.*

Selling
FOR
DUMMIES®
2ND EDITION

by Tom Hopkins and Ben Kench



A John Wiley and Sons, Ltd, Publication

Selling For Dummies®, 2nd Edition

Published by
John Wiley & Sons, Ltd
The Atrium
Southern Gate
Chichester
www.wiley.com

This edition first published 2013

© 2013 John Wiley & Sons, Ltd, Chichester, West Sussex.

Registered office

John Wiley & Sons Ltd, The Atrium, Southern Gate, Chichester, West Sussex, PO19 8SQ,
United Kingdom

For details of our global editorial offices, for customer services and for information about how to apply for permission to reuse the copyright material in this book please see our website at www.wiley.com.

The right of the author to be identified as the author of this work has been asserted in accordance with the Copyright, Designs and Patents Act 1988.

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, except as permitted by the UK Copyright, Designs and Patents Act 1988, without the prior permission of the publisher.

Wiley publishes in a variety of print and electronic formats and by print-on-demand. Some material included with standard print versions of this book may not be included in e-books or in print-on-demand. If this book refers to media such as a CD or DVD that is not included in the version you purchased, you may download this material at <http://booksupport.wiley.com>. For more information about Wiley products, visit www.wiley.com.

Designations used by companies to distinguish their products are often claimed as trademarks. All brand names and product names used in this book are trade names, service marks, trademarks or registered trademarks of their respective owners. The publisher is not associated with any product or vendor mentioned in this book.

LIMIT OF LIABILITY/DISCLAIMER OF WARRANTY: WHILE THE PUBLISHER AND AUTHOR HAVE USED THEIR BEST EFFORTS IN PREPARING THIS BOOK, THEY MAKE NO REPRESENTATIONS OR WARRANTIES WITH THE RESPECT TO THE ACCURACY OR COMPLETENESS OF THE CONTENTS OF THIS BOOK AND SPECIFICALLY DISCLAIM ANY IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. IT IS SOLD ON THE UNDERSTANDING THAT THE PUBLISHER IS NOT ENGAGED IN RENDERING PROFESSIONAL SERVICES AND NEITHER THE PUBLISHER NOR THE AUTHOR SHALL BE LIABLE FOR DAMAGES ARISING HEREFROM. IF PROFESSIONAL ADVICE OR OTHER EXPERT ASSISTANCE IS REQUIRED, THE SERVICES OF A COMPETENT PROFESSIONAL SHOULD BE SOUGHT.

For general information on our other products and services, please contact our Customer Care Department within the U.S. at 877-762-2974, outside the U.S. at (001) 317-572-3993, or fax 317-572-4002.

For technical support, please visit www.wiley.com/techsupport.

A catalogue record for this book is available from the British Library.

ISBN 978-1-118-48943-7 (pbk), ISBN 978-1-118-48944-4 (ebk), ISBN 978-1-118-48953-6 (ebk), ISBN 978-1-118-48954-3 (ebk)

Printed in Great Britain by TJ International Ltd, Padstow, Cornwall

10 9 8 7 6 5 4 3 2 1



WILEY

Contents at a Glance

Introduction.....	1
Part I: Laying a Solid Foundation for Selling.....	9
Chapter 1: Selling Is All Around You	11
Chapter 2: Working Through the Seven-Step Selling Cycle	23
Chapter 3: Selling and Your Mindset for Success	37
Part II: Doing Your Homework before You Sell a Thing	55
Chapter 4: Understanding Your Potential Clients	57
Chapter 5: Knowing Your Product	91
Chapter 6: Making Technology Your Friend	99
Part III: The Anatomy of a Sale	111
Chapter 7: Finding the People Who Want What You Sell	113
Chapter 8: Arranging Appointments That Stick	131
Chapter 9: Building Relationships and Gathering Information to Ensure Success	145
Chapter 10: Making Winning Presentations	169
Chapter 11: Handling Client Objections	191
Chapter 12: Winning the Business and Closing the Sale	205
Chapter 13: Getting Referrals from Your Present Clients	221
Part IV: Growing Your Business	233
Chapter 14: Following Up and Keeping in Touch	235
Chapter 15: Managing Your Time Efficiently	253
Chapter 16: Partnering Your Way to Success	275
Part V: You Can't Win 'Em All: Keeping the Faith in Sales	283
Chapter 17: Staying Focused and Positive	285
Chapter 18: Setting Goals to Stay Focused	297
Chapter 19: Selling in a Challenging Economy	309
Part VI: The Part of Tens.....	321
Chapter 20: The Ten Biggest Sales Mistakes to Avoid.....	323
Chapter 21: Ten Strategies for Improving Your Selling	329
Index.....	335

Table of Contents



Introduction 1

About This Book	1
Conventions Used in This Book	3
What You're Not to Read	4
Foolish Assumptions	4
How This Book Is Organised	4
Part I: Laying a Solid Foundation for Selling.....	5
Part II: Doing Your Homework before	
You Sell a Thing	5
Part III: The Anatomy of a Sale	5
Part IV: Growing Your Business.....	6
Part V: You Can't Win 'Em All: Keeping	
the Faith in Sales	6
Part VI: The Part of Tens.....	6
Icons Used in This Book.....	7
Where to Go from Here	8

Part 1: Laying a Solid Foundation for Selling..... 9

Chapter 1: Selling Is All Around You 11

Understanding What Selling Is	11
Identifying Key Selling Methods.....	14
Going face-to-face	14
Ringing around with telemarketing	15
Sending email	16
Selling online	18
Using direct mail	19
Appreciating What Selling Skills Can Do for You	19

Chapter 2: Working Through the Seven-Step Selling Cycle 23

Step 1: Prospecting Effectively	24
Step 2: Qualifying Your Prospect and Making	
Appointments	26
Step 3: Building Relationships.....	28
Step 4: Delivering Your Sales Presentation	31
Step 5: Handling Objections	32
Step 6: Winning the Business	34
Step 7: Getting Referrals.....	34

Chapter 3: Selling and Your Mindset for Success . . . 37

Making Sure You Get Job Satisfaction	38
Thinking of Your Job as a Hobby	40
Attitude makes a difference	41
Passion supplies meaning	42
Becoming a Lifelong Student of Selling	43
Making time to learn about selling	44
Working in bite-sized chunks	46
Knowing that it's okay to get it wrong sometimes	47
Moving out of your comfort zone	48
Rome Wasn't Built in a Day: Understanding	
Your Development Process	48
Unconscious incompetence	48
Conscious incompetence	49
Conscious competence	51
Unconscious competence	52
Knowing How to Sell What Your Customers	
Want to Own	52

Part 11: Doing Your Homework before You Sell a Thing..... 55

Chapter 4: Understanding Your Potential Clients 57

Understanding Why Research Is Important	58
Getting to Know Your Clients Inside and Out	60
Working with Different Types of Buyer	62
Buyer 1: The Halfway-there-already Buyer	63
Buyer 2: The Deal-maker	64
Buyer 3: The Cool, Clinical Cat	64
Buyer 4: The Scarlet Pimpernel	65
Buyer 5: The Moaner	65
Buyer 6: The Bully	66
Buyer 7: The Drifter	67
Being Aware of Unique Cultural Needs	68
Arranging meetings	68
Dressing appropriately	69
Meeting and greeting new people	69
Presenting your business card	69
Respecting personal space	70
Making presentations	70
Giving gifts	70
Dining out with ease	71

Responding to Your Clients' Fears	71
Fear of being sold to.....	72
Fear of making the wrong choice.....	72
Fear of being in debt.....	73
Fear of being lied to.....	74
Fear of embarrassment	75
Fear of the unknown.....	76
Fear of repeating past mistakes	76
Fear generated by others.....	77
Choosing Your Words Wisely.....	77
Knowing which words and phrases work best	78
Replacing 'sell' and 'sold'	79
Replacing 'contract'	79
Replacing 'cost' and 'price'	80
Replacing 'down payment' and 'monthly payment'	80
Replacing 'buy'	80
Replacing 'deal'	80
Replacing 'objection,' 'problem,' and 'pitch'	80
Replacing 'commission'	81
Replacing 'appointment'	81
Replacing 'sign'	82
Using only the language your clients understand	82
Developing your picture-painting vocabulary	83
Becoming a Better Listener	87

Chapter 5: Knowing Your Product91

Knowing What You Need to Know about Your Product.....	91
Attending training sessions and reading product literature	94
Talking with current clients	95
Picking your colleagues' brains	96
Going directly to the source.....	96
Keeping an eye on the competition.....	97

Chapter 6: Making Technology Your Friend99

Readjusting Your Perceptions about Technology.....	100
Setting aside your fears	100
Understanding the benefits of technology	101
Using Technology to Make Your Life Less Complicated (Not More)	102
Embracing mobile technology	103
Smartphones.....	103
Tablet computers, netbooks and laptops	104

Being available, always	105
Making travel plans	106
Using slides in your presentations	106
Using CRM software	107

Part III: The Anatomy of a Sale..... 111

Chapter 7: Finding the People Who Want

What You Sell113

Knowing Where to Start Looking for Prospects.....	114
Starting with a few prospecting basics.....	114
Taking your search online.....	116
Taking advantage of lists generated by your company	118
Finding the Right People: Proven Prospecting Strategies	118
Going to the people you already know	118
Tapping your business contacts.....	120
Talking to salespeople you currently buy from.....	121
Staying alert as a consumer	122
Remembering that nothing is permanent.....	123
Using your customer list, past and present	125
Capitalising on the 'new model' mindset.....	126
Reading the news.....	127
Knowing your service and support people	129
Talking to anybody.....	130

Chapter 8: Arranging Appointments That Stick131

Getting the Basics Right	132
Reaching Your Prospects by Telephone First.....	133
Step 1: The greeting.....	134
Step 2: The introduction	135
Step 3: The thankyou and time check.....	135
Step 4: The purpose and person verification.....	136
Step 5: The actual appointment	137
Step 6: The over-the-phone thankyou	138
Step 7: The confirmation letter	139
Putting Mail, Email and Face-to-Face Interactions to Work for You	140
Sending mail	140
Using email	141
Interacting face-to-face.....	141
Getting to the Elusive Decision-Maker	142
Getting past the receptionist	143
Using creativity to get you in	143

Chapter 9: Building Relationships and Gathering Information to Ensure Success145

Making a Good First Impression at Your Meeting	146
Dressing for success.....	146
Paying attention to your body language.....	147
Getting your potential clients to like and trust you	148
Step 1: Smile	149
Step 2: Make eye contact.....	149
Step 3: Say hello (or something like it).....	149
Step 4: Shake hands.....	150
Step 5: Offer your name for theirs	150
Establishing Rapport with Your Potential Clients.....	151
Keeping the conversation light.....	153
Acknowledging your prospect's pride.....	154
Avoiding controversy.....	154
Keeping pace with your prospect.....	155
Touching on emotive subjects.....	155
Telling stories.....	156
Sharing secrets.....	158
Understanding that the sale isn't all about you.....	158
Fact-finding: Asking the Right Questions	159
Asking tie-down questions.....	161
Using the alternate of choice question style.....	162
Trying the involvement question style.....	163
Knowing How to Approach Prospects in a	
Retail Setting.....	165
Making the right approach	165
Reading the signals your customers project	166

Chapter 10: Making Winning Presentations169

Getting More Than a Foot in the Door	170
Finding the power players	171
Being quick or being sorry	171
Breaking well, and prospering	173
Knowing How to Present More Effectively	173
Making adjustments according to the	
prospect's perspective.....	174
Presenting at the prospect's pace.....	174
Being confident that your prospect will	
buy from you	175
Recognising and understanding body language.....	176
Not letting distance phase you	177
Phone presentations.....	177
Video or web presentations.....	178



Letting the Product Be the Star.....	179
Getting out of the picture	179
Staying in control.....	180
Mastering the Art of Visuals	181
Using the visuals your company supplies	182
Developing your own visual aids.....	183
Demonstrating Products to Your Prospective Clients	185
Presenting Intangible Goods	186
Avoiding Nightmare Presentations.....	187
Finding the power sockets and knowing you can reach them.....	188
Being sure your visual aids are in order.....	188
Testing everything ahead of time	189
Personalising as much as you can.....	189
Bringing a protective pad	190

Chapter 11: Handling Client Objections191

Understanding What Clients Are Really Saying	192
Addressing Your Prospects' Concerns with Some Simple Strategies	194
Bypassing your prospects' concerns completely	194
Helping your prospects see that they're trading up.....	195
Raising the objection before they do	196
Knowing the Do's and Don'ts of Objection Handling	197
Do acknowledge the legitimacy of the concern.....	198
Do get the clients to answer their own concerns....	198
Don't argue with your client.....	199
Don't minimise a concern	200
Handling Objections in Six Easy Steps	200
Step 1: Hear them out.....	201
Step 2: Feed it back.....	202
Step 3: Question it.....	202
Step 4: Answer it	202
Step 5: Confirm your answer	203
Step 6: By the way	203

Chapter 12: Winning the Business and Closing the Sale205

Knowing When to Ask for the Order	206
Recognising That Sometimes All You Need to Do Is Ask.....	207
Taking your client's buying temperature with basic questions.....	207
Asking assumptive questions.....	208

Giving your prospect alternatives.....	209
Jumping to an erroneous conclusion.....	209
Feeding back with the porcupine method.....	210
Overcoming Your Prospect's Hesitations and Fears	211
Getting past 'I want to think about it' to	
a concrete final objection.....	212
Responding to 'It costs too much'.....	214
Reducing an expense to the ridiculous.....	215
Making the indirect comparison.....	216
Citing a similar situation.....	218
Noting a competitive edge.....	219

Chapter 13: Getting Referrals from Your Present Clients221

Understanding Where, How and When Referrals Arise	222
Figuring out where to get referrals.....	223
From family and friends.....	223
Through networking	223
From happy customers.....	223
From other salespeople in your field.....	224
Through public-speaking engagements	
and teaching opportunities.....	225
Knowing how and when to get referrals.....	226
Getting Referrals in Five Powerful Steps.....	227
Step 1: Help your client remember why he	
bought from you	228
Step 2: Help your client think of specific	
people he knows	228
Step 3: Make a note of the referrals' names	229
Step 4: Ask qualifying questions and get	
contact information.....	229
Step 5: Ask your client to call the referral	
and set up the meeting.....	229
Setting Up Meetings with Referrals	230
Aiming to Get Referrals Even When the Going	
Gets Tough.....	230

Part IV: Growing Your Business..... 233

Chapter 14: Following Up and Keeping in Touch . . . 235

Knowing When (And with Whom) to Follow Up	236
Paying Attention to What Your Clients Want	
from Follow-Ups	237

Recognising How to Follow Up.....	238
In person	239
Phone	240
Direct mail	240
Email.....	242
Mobile messaging	243
Remembering the Importance of Thankyou	
Notes and Gifts	244
Knowing when you can send a thankyou note	244
Going beyond notes with thankyou gifts.....	246
Maximising Results from Your Follow-Ups.....	246
Imposing order.....	247
Avoiding becoming a nuisance	248
Knowing when and how often to	
make contact.....	249
Treading carefully with someone who	
says no after follow-up.....	249
Keeping track of your successes	250
Sticking with the follow-up programme.....	251

Chapter 15: Managing Your Time Efficiently253

Investing Your Time Rather Than Spending It	254
Avoiding 'Fluffy Time' by Planning Thoroughly.....	256
Urgent activities.....	257
Important activities	258
Secondary activities	259
Emergencies	260
Accounting for Your Time	261
Investigating your past	261
Analysing your today	262
Discovering your tomorrow.....	263
Organising Your Workspace.....	265
Keep only immediate activities on your desk.....	265
Be proactive with your time.....	265
Handle phone calls wisely	266
Avoiding the Most Common Time Traps	266
Desperately seeking what shouldn't be lost	267
Failing to do the job right the first time.....	267
Procrastinating.....	267
Making unnecessarily long phone calls	268
Holding unnecessary or unnecessarily	
long meetings	269
Attending lengthy client lunches	269
Engaging in negative thinking	269
Not using driving time wisely.....	270

Neglecting to confirm appointments.....	270
Watching television mindlessly	271
Handling Physical Interruptions	272

Chapter 16: Partnering Your Way to Success275

Knowing What You Want Before You Partner with Anyone	276
Arranging Joint Ventures	276
Knowing where you're aiming.....	277
Determining who has what you need.....	278
Profiting from cross-promotion	278
Going for a simple cross-promotion joint venture	279
Setting up a shared-revenue joint venture.....	280
Benefiting from Affiliate Programmes	281

Part V: You Can't Win 'Em All: Keeping the Faith in Sales..... 283

Chapter 17: Staying Focused and Positive285

Finding Out What Motivates You.....	286
Money.....	286
Security	287
Achievement.....	287
Recognition.....	288
Acceptance from others	288
Self-acceptance	289
Knowing What De-motivates You	290
Loss of security.....	290
Self-doubt.....	290
Home life issues	291
Fear of failure	292
Change.....	292
Surveying Strategies for Overcoming Failure.....	294
Doing the Opposite of What Average Salespeople Do	295
Mixing Your Personal Life with Your Professional Life ...	295

Chapter 18: Setting Goals to Stay Focused.297

Setting Realistic and Effective Goals	298
Breaking Down Your Goals into Smaller Steps	299
Long-term goals	299
Medium-term goals.....	300
Short-term goals.....	300