

Keys to Successful Sales

Everyone who runs a business, sells or simply communicates is already doing this stuff to some extent. Simply by becoming conscious of these three keys you can figure out what you are already good at and find new ways to improve your sales weak-points.

Emotion – The first key to successful sales

Selling is really about decision making. A sale is just a decision to hand over cash (or agreement) in exchange for something. Whenever a decision is made, it is emotion that determines the outcome.

An expert sales person leads their prospect on an emotional journey. They understand that to hand over cash, the prospect needs to feel a certain something and they tailor their pitch to evoke those emotions.

If a prospect doesn't have emotional buy-in for the stuff they're being pitched, they'll never agree, make the deal or sign on the dotted line.

Even though many people value themselves as level headed, analytical and emotionally controlled they still always buy things based on feelings rather than facts. The most dispassionate and calculated individual is still a sucker for a sales person who knows how to push the right emotional buttons. The trick lies in knowing where those buttons are on the vastly different individuals you might encounter.

Trust – The second key to successful sales

Trust is critical and everyone should be focused on building trust in business. When everyone is focused on trust, it means the fast-track to sales victory lies in you learning the skill to build trust **faster** than anyone else.

There is a formula to rapport – a formula to ensure your pitch is always understood and that you're always trusted and liked. It's kind of like canned charisma.

At the end of the day, people only do business with the people they like. You probably find it simple to get along (and be liked) by certain types of people, but what about the others? A great salesperson has the flexibility to build rapport with anyone and establish that feeling of mutual "liking" and trust every time.

Rationalization – The third key to successful sales

This is where logic really comes into play. I already mentioned that sales decisions are always made emotionally, but there are also a set of logical requirements that go into every deal.

When a consumer approaches a buying decision, the ultimate outcome will rest on how they feel. This is the first key and it's very unconscious. However, at the conscious level, every consumer holds a whole set of logical, structured criteria in their mind as well.

A lot of sales training and sales gurus focus on techniques to help the client walk through their conscious-mind checklist. Many assume that this is the "logic" of selling. It isn't.

Logic and rationalization come into play when we look at the psychological and communication trickery required to have the prospect buy what they **really want** (read: crave) rather than what they've told themselves it's okay to have.

Mastering the psychology of sales rationalization is critical.

The final key to successful selling

I said there were three, but I lied. There's actually a fourth, but it's a bit of a weird one. It's **you**.

You, the individual, are the key to your sales success. Even if you mastered all three of the keys, if you don't align your thinking and action in the right way none of it will matter.

This means overcoming your fear of selling – everyone has is afraid of it.

It means being able to bounce back from rejection – sales people experience a lot of it.

It means being able to believe in what you do so you can throw yourself into selling with enthusiasm, ethics, effectiveness and other things that start with E.