

## Basic Sales Part 1: Selling with Heart

**Initiate contact** *Simple sales lesson:* Talk to everyone in a positive and upbeat approach.

**2. Discovery.** When people stop -- most do not – the SWH asks a simple question to engage them in the topic at hand. Do you like to write cards to friends of family? For birthdays? Or thankyou's? (The answer is often "yes.") Then he follows up with, "Do you prefer Cards with? Or ? (whatever 2 designs you want to mention)" At that point he simply picks up the book that fits the customer's preference.

*Simple sales lesson:* Identify two or three quick qualifying questions that will help you solidify the interest of your customer.

**3. Demonstration.** SWH simply picks up a book and offers a 30-second tour, which includes a simple message on the social enterprise. The presentation is well rehearsed and, yet, exceedingly conversational. Most importantly, SWH demonstrates a real passion for his work. And it all makes perfect sense to the customer.

*Simple sales lesson:* Keep your presentation brief, exciting and passionate.

**4. Ask.** The SWH close is neither scary nor complicated. "Would you like to purchase a pack of cards/or a card? It's just \$20 for 3 or \$7 each." He delivers the question with a smile on his face and he absolutely assumes that the answer will be "yes."

*Simple sales lesson:* Just ask for the sale! Keep it simple and conversational -- but ask!

**5. Referrals.** SWH doesn't stop there. He hands everyone a business card with his website and contact information, and he asks people to post their thoughts on the card on their social-media page. Nothing like external validation from the masses!

*Simple sales lesson:* Why stop at selling just one book when you can sell five more?

## Basic Sales Part 2: Selling with Authenticity

Be authentic when you sell. Consider the following reasons why staying true to yourself can be the key to making the sale.

### 1.) You Don't Have to Remember a Script

Sales scripts are a way of life for salespeople aren't they? No matter how well you write your script, they are sure to sound scripted — and if you get off the script?

Often the conversation can never be recovered. When you be yourself instead of working off a script, there is nothing to remember.

You just follow your gut and you can always recover the conversation. This is true even if you wind up discussing football scores or last night's episode of Dancing with the Stars.

### 2.) Your Customers Can Feel When You are Genuine

Being genuine can't be faked. Customers can tell when you are seriously interested in the product or service you are selling and they know when you stand behind them.

Along the same lines, your customers know when you're being yourself — even if they don't REALIZE they know this. Your customers are more likely to respond favorably and will more likely come back to you again and again when they see you as a real person or even a friend — instead of just as salesperson.

### 3.) You Can Have Fun

When you're following a script or using those tired sales techniques, you don't get a chance to share anything about who you really are. It's much more fun to be yourself.

Tell your customers about your own experiences and speak to them like they are a friend, not a prospect.

### 4.) Conversations Make Conversions

Neagle explained, "If we understand what's going on under the surface, we can move a sales conversation hundreds of miles down the road because we know what's happening and we can then ask questions to redirect it in the direction that it needs to go."

Conversions happen when you least expect it. You may convince this buyer that he or she needs to commit when you're talking about kids soccer or sharing your experience traveling across Europe.

## **5.) You Won't Seem Like a Salesperson**

As a general rule, people don't particularly like salespeople. Think about the jokes about "used car salesmen." These jokes are generally not flattering in the least.

If you are being yourself, instead of being a sales machine, you are going to seem like an interested party who wants to HELP this customer, not like a salesman who is looking for another commission.

## **6.) You Can't Fail**

No salesman will make every sale. It's practically impossible. However, when you're being yourself you're not going to fail. You are always going to succeed at being you. The more experience you have in sales, the easier it will be to get those conversions without losing yourself in the process.

No matter what sales strategies you choose to use, do not let yourself become lost behind a smokescreen of techniques.