

Notes: Selling 101- What Every Successful Sales Professional Needs to Know by Zig Ziglar

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1. You persuade people by asking, not telling. **Focus on asking questions**, with an emphasis on listening for the answers
2. **Integrity is central** to a sales career. It is the only way. Customers have always rated **Trust** highest. The primary reason people will not buy from you is lack of trust.
3. **Trust factor goes up** when prospects see salespeople **listening intently to their needs and desires**.
4. Talking is sharing, listening is caring.
5. Higher the degree of moral dignity and integrity, the higher the level of trust and respect. **The higher the level of trust and respect, the better your chances of making the sale.**
6. **Sales Prospects**
 - a. What is a prospect? A **prospect** is an individual or a group capable of making the **decision on the product or service the salesperson is selling**.
 - b. When to prospect? All the time. **Always be prospecting**.
 - c. How do you prospect? Display a genuine interest in the other person.
 - d. Who is your prospect? First **friends**, then **strangers** because they will have a serious interest in your success and will be delighted to open doors for you to the best prospects of all.
 - e. What should you sell? A product or service they cannot help talking about. **The key is your conviction. Something that will strengthen the friendship or relationship because of the value of your offer.**
 - f. **ABCD of selling. Associates, Bridges. Contacts, Decision Makers**
 - g. **Where to find prospects? Everywhere and somewhere specific.**
 - h. Building Confidence. **The prospect is human!**
 - i. The Proper Focus. Successful salespeople **call for the benefit of the prospect** and for their personal gain-in that order. You can get everything in want in life if you can help people get what they want in life.
7. Dealing effectively with **Call Reluctance**. **84% of all salespeople have Call Reluctance** to some degree. This fear is manifested in many different ways, but procrastination is the number one indication that a problem is developing.

8. Regarding your product or service, **you are the expert!** You have more experience, more knowledge, and more expertise that the prospect will ever have in your area.
9. The **Best Time to Call**. First thing in the morning. **6:30 to 8:30** in the morning.
10. **Dress for Success over the Phone**. It makes a difference in the expression on your face and voice. Get your **energy high, even listen to motivational talks**.
11. Believe in yourself and get on an organized program followed in a disciplined manner. **Organization, discipline and commitment** make for consistent high-volume production. Get on a **regular schedule** and make an appointment with yourself to **contact a prospect at the same time every day**.
12. **Logic will not change an emotion, action will.**
13. Sell by Design, not by chance. The Four-Step Formula.
 - a. Need Analysis
 - b. Need Awareness
 - c. Need Solution
 - d. Need Satisfaction
14. **Need Analysis**.
 - a. Goal is to **x-ray the prospect by asking questions**. The sales professional develops the skills and talents necessary to look within the customer and find the needs of the customer—to **uncover existing needs**.
 - b. Even when you are sure you have discovered the client's need, you must continue to probe for two basic reasons: (1) to be sure you **have the true need and not a symptom of the need**; and (2) to be sure the prospect understands that there really is a need.
 - c. **Prospects do not buy what the product is; they buy the benefits that the use of the product will bring to them**
 - d. People buy what they want when they want it more than they want the money that it costs. **\$Value of Benefits > Costs!**
15. **Need Awareness**. The seller and the buyer must understand that there is a need. The **“Lightbulb” must first come on in your mind and then in the prospect's mind**.
 - a. Ask questions. You do not create or invent the need.
16. **Need Solution**. You do not create or invent the need. You uncover a need and, in the process, render a solution, a real service.
 - a. None of us buy products. We buy products of the product; what it does for us.
 - b. Never lead with product. **Lead with needs, then product.**

17. **Focus on Need Satisfaction. We must relate to the prospect in terms of need, not in terms of the product.**
18. **Always ask for the order.**
 - a. In most cases the prospect really does want to say yes, particularly if you have successfully completed Need Analysis, Need Awareness, and Need Solution, and if you are pleasant, professional, and at least reasonably friendly.
 - b. The odds are in the professional salesperson's favor, so ask for the order. Do it pleasantly and professionally, but ASK!
 - c. 63% of all sales interviews end with the salesperson not specifically asking for the order!
 - d. Asking for the order five times or more can be extremely difficult if you:
 - i. Don't have a deep belief in the value of your product or service;
 - ii. Haven't done the proper job with the first three steps;
 - iii. Don't expect to make the sale. When you persist pleasantly and professionally, you will create a win-win situation"
19. **Closing More Sales More Often:** "Once your prospects say no, they are not going to change their minds and buy from you. Your prospects, however, will make a new decision based on new information. Use the "Suppose" Test and The "Isolate and Validate" Test.
20. Research indicates that roughly **90 percent of our unhappy customers** simply stop doing business with us without saying anything at all about it to us. Unfortunately, they do tell friends, relatives, neighbors, and complete strangers.
21. There are going to be disagreements and complaints. Look at **disgruntled clients and unhappy prospects as opportunities** to grow and become even more successful in your career.
22. **Discipline** yourself to do the things you need to do when you need to do them, and the day will come when you will be able to do the things you want to do when you want to do them!
23. 80 percent of the salesperson's time is involved in activities that do not directly generate business. Many have calculated that **less than two hours** of the working day are actually spent in the **sales process**.
24. **Successful** sales professionals do not make sales because of exceptional ability but because they have **prioritized what's important in what they do on a daily basis**.