

# DROUGHTMASTER MARKETING

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## Volume 11

### Rules for Successful Selling

*“Customers don't care how much you know..... until they know how much you care!”*

- Rule 1 Build rapport, greet the customer and offer service.
- Rule 2 Put the Customer first.....always!
- Rule 3 Put your self-interest on hold and build trust.
- Rule 4 Ask questions, listen carefully and don't interrupt.
- Rule 5 Service is the greatest sales tool. Don't say no until you have thought it through.
- Rule 6 Help the customer achieve their goals through your service.
- Rule 7 Treat everyone like a customer, young, old, big, small.
- Rule 8 Create a positive environment for your customer and watch your body language.
- Rule 9 Show the product to its best advantage and do a demonstration.
- Rule 10 Get the customer involved.
- Rule 11 Let the customer have an out if you feel a need or uncertainty.
- Rule 12 Treat objections as inquiries.
- Rule 13 Treat men and women equally but not the same.
- Rule 14 Do unto others as you would have others do unto you and be wrong 75% of the time. Everyone is different.
- Rule 15 Remember AIDCA (the skeleton of the sale).....
  - Attention - get the prospect's favourable attention.*
  - Interest - talk in their terms not yours.*
  - Desire - use emotion, wants are greater than need.*
  - Conviction - help them weigh value vs price.*
  - Action - ask for the business every time.*
- Rule 16 Always leave the door open if you can't close it.
- Rule 17 Define your USP (unique selling point).
- Rule 18 Thank the customer for their business.
- Rule 19 Follow-up and ask for feedback and referrals.
- Rule 20 Everything you do is selling...***go for it.***