



Post-Training Support

Overcome Sales Phobia

Most business owners and self employed professionals started a business because of a particular talent, skill, or ability and not because they like selling. Although some sales people do start companies, most business owners have little experience or training in sales. The word "sales" conjures up negative images. However, if you run a business or work for yourself you'll find it much easier to be successful if you sharpen your sales skills and become comfortable with this role.

Here are some steps to convert fears into success:

1. Become precisely clear about your market positioning. What does your company stand for in the eyes of your prospects? What makes you different? Once you're clear about the benefits and results you get for your ideal customers, it will be easy for them to realize that they should buy from you rather than the other guy.
2. Pinpoint your fear and search for the reasons behind the fear, and develop a solution for dealing with them.
3. Use the things you don't like about sales to form a better approach. Then, do the opposite! Make a list of all of the things salespeople do that you don't like and develop strategies that don't use these tactics.
4. Understand that selling is a numbers game, and that no-one closes every sale. Not every prospect is a qualified buyer. Consider prospecting as selecting the customers that would benefit most from your offering.
5. Keep track of how many qualified prospects you need to speak to before closing a deal. Then, multiply the number of sales you need to close by the number of qualified prospects to whom you need to speak. If your closing rate is fifty percent and you need to make five sales per month, you need to speak to about ten qualified prospects.
6. Learn to perceive sales rejection as an opportunity for learning. Instead of being discouraged by a "no", view it as a learning experience. What went right? What didn't work that can be approached differently the next time?
7. Don't take it personally! There are many reasons prospects say no. Many of these reasons have nothing to do with you. It may be that they don't really need what you are offering, the timing isn't right, or they are preoccupied with other matters.
8. Pinpoint common objections, and address them. Develop logical responses to common objections. Is your prospect is focused on price? Then focus on value and return on investment to directly address their concerns.



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9. Don't confuse your selling abilities with the value customers obtain from buying from you. Remind yourself about the positive benefits your customers receive. If you're not sure, ask them what they like best about doing business with you.
10. Set realistic goals and break them down into all of the steps you'll need to take to get there. Realistically estimate the time, energy, money and any other resources you'll need to have in place in order to achieve it. Develop a timeline and benchmarks to measure progress.
11. Consider practicing on your "safe list" first. Test your presentation in a comfortable setting on a group of prospects you don't know who you'll never see again.
12. Realize that often a no means not yet or maybe. Find out the reasons behind a no by learning to ask a lot of questions. Perhaps they need more information or they've got a lot on their plate right now. Make sure to get to the bottom of the no and to follow-up with them later as necessary.
13. Finally, just allow yourself to do it! Be willing to step outside your comfort zone. Psyche yourself up to try it and get out there because it gets easier each time you do.

Notes