

Keep It Simple

By Mike Stewart, CSP



When you think about it, selling is fundamentally a simple process:

- Find qualified prospects,
- Determine what they want,
- Differentiate your offering in a favorable way,
- Convince them to buy, and
- Deliver what you've promised.

Most of the really successful salespeople you know pretty much follow this process, don't they? You bet they do.

If it's so simple to be more successful in sales, why aren't all salespeople as successful as the top producers?

The main reason most salespeople aren't more successful is this.

Most salespeople get things too complicated! They get way too involved in things that have nothing to do with sales. They lose their focus on new business and look for excuses for not finding qualified prospects. Often, they think of these excuses as "rules," such as "it's not professional to prospect," "don't offend anyone" or "don't rock the boat."

These same "rules", and others like them, keep potentially high performing salespeople from digging deep in discovery, putting it all on the line in order to win the prospect, risking rejection by asking for the sale, and doing whatever is required within the company to insure that their commitments are met.

Top sales producers think differently and don't impose success-limiting restrictions on themselves.

They keep it simple, focus on the main thing, which is selling new business, and don't think of prevailing customs or arbitrary ways of doing things as "rules." Instead, they think like creative entrepreneurs.

There ain't no rules around here. We're trying to accomplish something.

– Thomas A. Edison

Are you thinking, "I don't make the rules!" I disagree. I believe you do make the rules. Let me tell you why.

You make the rules that matter!

The rules that really matter are not the company rules and regulations that require you to attend meetings and turn in reports, or your boss' penchant for calling at the last minute and demanding something yesterday. Without a doubt these rules limit the amount of discretionary time you have.

However limited your discretionary time may be, you make the rules regarding how you spend that time.

These are the rules that matter. Keep them simple!

Let me ask you to think about the simple steps in the sales process, and how you approach each. How do you think about each one? What are your habits when its time to actually do them?

Have you created any "rules" - ways of thinking, habitual behavior, standard excuses, or avoidance activities - that complicate the process at any step?

- Prospecting
- Asking questions and digging deep
- Presenting and overcoming objections
- Closing
- Following up to insure satisfaction

Be diligent and relentless in this exercise and you will identify the ways you are complicating the most important part of your job, which is selling new business.

Know the truth and the truth will set you free.

-The Bible

You probably won't want to acknowledge or deal with these issues, but it is critical for you to uncomplicate the sales process if you are to be more successful.

The truth that will set you free is the truth you don't want to hear.

- Old Eskimo Proverb

Keep it simple and you will close more sales.

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