

10 ways to be better at business

TRUSTED SELLING



1. Know your **SELLING ENERGY™**

It's critical to understand your own **SELLING ENERGY™** as we tend to sell the way we like to buy. If you change your own energy to match your prospect's, sales will increase.

2. Add value

Your customers can easily find out all about your product online. So, stop selling to them and try adding unique value instead. It'll build their trust and help them buy.

3. Money is **NOT** the real currency

It's trust! Trust is everything and you must learn how to generate it. Your customers live in a world of fake news and don't trust the old institutions, let alone sales people.

4. Get into your **SALES FLOW™**

You have natural talents and when you tap into them everything feels easy and effortless. It's called 'Flow', it's the key to high performance and you'll make more sales if you can find yours.

5. Get to the point - fast!

Buyers who like to move fast are called 'Dynamo buyers. So be direct, focus on future benefits and show them how your product will help them reach their vision or goal quicker.

6. It's all about the relationship

'Blaze' buyers are looking for a personal connection. Give them what they need and make sure you look them in the eye and shake their hand to get their trust.

7. Steady now!

'Tempo' buyers like to go at a slow and steady pace. They want a clear step-by-step plan and need to know you will deliver what you promise, so always follow through on your commitments.

8. The data, the details and the cash

'Steel' buyers don't like wasting time or money, so cut the small talk, get straight to the stats and tell them how you'll save them time and money with a killer return on investment.

9. Change your **SELLING ENERGY™**

You need to match your **SELLING ENERGY™** to match your customer's **BUYING ENERGY™**. People trust people like themselves. The more they trust, the more they buy - it's simple!

10. 52%

Is how much of the sales decision is based on the experience you give your customer. They want a trusted advisor not a product pusher. If they like and trust you, they'll buy from you and refer you to others.