

SUPER SELLING **CHEAT SHEET**

The Secret to Serving Your
Customers Well

THE ART OF SELLING BY SERVING

By completing this checklist for each call, your sales team will soon be closing more than Mariano Rivera. Always keep this in mind: When done properly, sales should never be manipulative or pushy. **A great salesperson simply serves their customers by filling a need.**

QUALIFY THE BUYER

- ☐ Do they have the money to make the purchase?
- ☐ Do they have the time to buy?
- ☐ Do they need your product/service?
- ☐ Are they the decision maker?

BUILD RAPPORT

- ☐ Research the prospect.
- ☐ Set an appointment.
- ☐ Find common ground in the first minute.
- ☐ Sell to their personality style, not yours.

EDUCATE

- ☐ Show the buyer your product is the answer to their problem.
- ☐ Describe the benefits, not the product.

CLOSE

- ☐ If they're not buying, go back through the steps—starting at the beginning.

FOLLOW UP

- ☐ Send a thank-you note.
- ☐ Re-contact buyer to ensure customer satisfaction.

THE SECRET OF SUPER SELLING

The DISC Profile System allows you to easily recognize personalities, making it possible for any salesperson to connect with a customer. The chart below explains each personality style and how you can get them to open their wallets.

				
	D DECISIVE	I INTERACTIVE	S STABILIZING	C CAUTIOUS
PERSONALITY STYLE	Direct, results oriented	People person, outgoing	Steady, loyal, team player	Rule follower, precise
CALL LENGTH	As short as possible	As long as they need	As long as they need	Only long enough to give all of the facts
HOW TO SELL	Quick summary of facts	It's all about the relationship. Take your time and build one.	Continually reassure them their decision is a good one	Give details, details and more details
WHAT NOT TO DO	Waste time with socializing	Cut them off or rush them	Pressure sell	Wing it if you don't know
VOICE TONE	Straightforward	Friendly and fun	Friendly, supportive	Calm, steady
NEEDS	Results	Gratitude	Reassurance	Just the facts
HOW THEY BUY	Quickly	Celebratory	Slowly	More details before final purchase

SAMPLE CLOSES

Want to teach your team to seal the deals? Check out these classic closes that still work today.

FEEL-FELT-FOUND

“Steve, I understand how you **FEEL** about buying our product and I’ve had many customers who **FELT** the same way. What I’ve **FOUND** is after they purchased it, they’re really happy they did.”

ASSUMPTIVE

This is the easiest sale of all since you’ll simply be taking the order. Ask an assumptive question and shut up.

ALTERNATIVE

Find out your clients’ needs and give them two options. Example: “Do you want to purchase one item or would you like to bundle for a discount?”

CALENDAR

Use the calendar to schedule an appointment for the buy, a close, or a follow-up.

INTEGRITY

Let your customer sample your product or service for free. When they see how awesome it is, they’ll buy. Think Netflix and Amazon Prime—both masters at this one.

THE BEN FRANKLIN

Compare reasons to buy versus reasons not to buy in column form as a decision-making tool.

NEXT STEPS

To help you on your path to becoming a better business leader, check out the resources EntreLeadership has to offer:

ENTRELEADERSHIP PODCAST

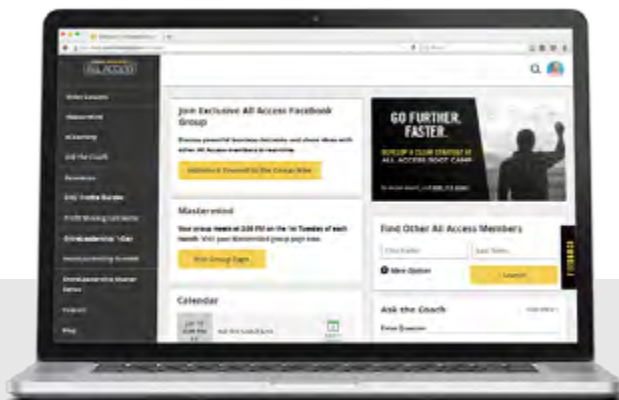
Our highly rated EntreLeadership Podcast features interviews with some of the top business and thought leaders across the country. EntreLeadership.com/podcast

UPCOMING EVENTS

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EntreLeadership Master Series: EntreLeadership.com/EMS



EntreLeadership
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