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Will Reed's Guerrilla Marketing **GENIUS** *"Wake up your brain, learn how to earn!"*

The best argument is that which seems merely to be an explanation

Dale Carnegie



It takes a Knight's move to create a turn in events

Don't defend your mistakes. Never argue with customers. Start by assuming they're right.

Ken Blanchard

Sales as mental preparation

Each sale is made twice—first in the mind, and then in the market. This is true for both the buyer and the seller, and the outcome of the sale will always favor the prepared.

Consumers as well as professional buyers are becoming more savvy and more demanding. Open access to information and technology have leveled the playing field with high-quality and nearly identical products.

If your product sells itself, the sale will fall to the lowest bidder. The commodity business, whether for products or services spells the death of the salesman. Guerrillas play the sales game more strategically, and win through mental preparation.

Ready yourself for sales

1. Focus on the person not the product

Competitive pressure to perform focuses us on products and features. We forget it is the person we need to convince, not the product that we need to sell.

While it helps to focus on benefits rather than features, even a list of benefits will fall flat if you don't communicate and appeal to the other person's brain.

Sales is more psychological than logical. Prepare yourself for sales by learning how the brain accepts and rejects information. Learn how to sell from the brain up.

For an exceptional introduction to this world, visit Dilip Mukerjea's website at: <http://www.brain-dancing.com/>

2. Where's Wally?

The challenge in sales is to find the need which is hidden in the tapestry of the customer's business or lifestyle.

Customer needs are camouflaged, like the popular character in the children's book series, *Where's Wally?* You must find the familiar character hidden in an unfamiliar pattern.

This is why it is so important to go on site, to leave your familiar home territory and spend time learning the customer's business.

3. Know the cast of characters

Buying decisions are made by people who remember you, trust you, and like you. Knowing your product or service is not enough, because chances are that there are a dozen more like it that compare quite closely in terms of features, benefits, and even price.

The key to effective selling is getting the information that is not in print, that which is only granted by permission.

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The art of memory is the art of attention

Samuel Johnson



What you see is what you get

The average sale is made after the fifth call—the average person quits after two

Rick Crandall



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You won't get key information unless you first gain the buyer's trust.

Trust is gained over time, but it starts by remembering names and faces. Learn a mnemonic system for connecting names and faces, and use it to remember the entire cast of characters in your sales universe.

If you remember them, they will certainly remember you.

4. Listen before you speak

A canned sales pitch will lose the sale, because it talks without first finding out what the prospect really wants.

With two eyes, two ears, and one mouth, we are designed to see and hear twice as much as we speak. Successful sales people ask good questions, observe, and listen well before they speak.

You can't fake attention to a dog or to a small child. Nor can you fool a customer. Learn to give your undivided attention.

5. Get there first

The sale is made first in the mind, so it makes sense to be there first in the mind, to be mentally prepared.

Play out the scenarios of your sales presentation. Anticipate possible objections, and visualize how you would overcome the resistance. Better to face problems in rehearsal, than to first discover them when you are with the customer.

Resources

Marketing Your SERVICES for People Who HATE to Sell, by Rick Crandall, PhD. This book is described by Jay Conrad Levinson as "Required reading for anyone who is in the business of providing services." <http://www.rickcrandall.com/index.html>

Remember Every Name Every Time, by Benjamin Levy. A former magician and now a consultant to corporate America, reveals simple mnemonics for connecting and remembering names and faces: <http://www.amazon.com/exec/obidos/tg/detail/-/0684873931/002-7029549-7730428?v=glance>

Where's Wally? Is a popular cartoon series created by British illustrator Martin Handford. The challenge is to find the man Wally hidden in a pattern of distracting images. Hone your skills at: <http://encyclopedia.thefreedictionary.com/Where's%20Wally>

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Japanese-language edition also available!

Sharpening Your Sales Sense

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