



# START WITH WHY

## Remember these lessons

- 1 The humble pride of a sales professional is a cornerstone to success.
- 2 We sell every day.
- 3 There are four building blocks to the sales process:
  - a. Build trust and a relationship with the customer.
  - b. Understand the customer's needs, including their future needs.
  - c. Ask for the commitment and don't be afraid to handle objections.
  - d. Follow through and follow up.
- 4 Selling is a system.
  - a. Allow the system to sell for you.
  - b. Once you have a system, be sure to follow it and improve it as needed.
  - c. Your customers will likely be more comfortable when you use a system.

## Use these best practices

- Be sure to use the four building blocks in your sales.
- Be proud of your position.
- Use a system to create a better selling experience for yourself and customers.

## The results you'll see

- Having a system means not needing to start from scratch or "wing it" each sale.
- Allowing the system to take over lets you focus and helps your customer feel more comfortable.

## Ask yourself

- What happened in the last 2 sales you didn't close? What could you have done differently? Did you use all four building blocks listed above?
- How do you know an objection exists if the customer doesn't say it? What questions can you ask to start bringing hidden objections to the surface?
- Catch yourself selling outside of work 3 times in the next week. Compare it to the way you approach customers. Are there traits/methods in your personal interactions that you can apply to selling? Are there work traits you could carry back to your personal life?

