



October 08



Coming Soon

Winning with First Impressions

Mindset for Success

Maximise your Potential

Food for Thought

"Success is to be measured not so much by the position one has reached in life, as by the obstacles which one has overcome while trying to succeed"

Booker T Washington

Ensuring a Clear Focus

How to Succeed in the Selling Game
Issue 2

Are you focusing on pushing or pulling?

Last time, I left you considering, are you being pushed or pulled, when sold to? In other words, during the sales process, was the focus on what the sales person could offer you, or, were they taking the time to find out what your requirements were so that they could ensure that they met them?

We all know which style most of us would prefer, and so which is most likely to be more effective. So why is it, our experiences are so often of push (tell) selling?

Let's take a look from the perspective of the sales person.....what is it they are aiming to achieve? In their head, it will most probably be

along the lines of "gaining a sale", "getting you to buy my product/service" or even "nailing it". With this mindset, it is not surprising the salesman's style is more push (tell) than pull (ask).

Where is their focus? It is on them and what they want to achieve. Their thought processes will influence how they approach the situation. The chances are they'll go in selling fast and furious, pulling out all the stops without taking the time to find out what you really want.

Let's take a look at an alternative approach. We've all heard the expression "start with the end in mind". Our sales person needs to take a similar

approach here. The first step in achieving a pull style of selling, is to ensure you have set yourself an appropriate objective.

Now, let's remain realistic here, your overall aim will remain unchanged, but the key is your mindset in approaching the sale. Your focus must be on them, the purchaser and what they want and need. Your



objectives need to reflect this. Your objective needs to be focused on them and what they want, rather

Setting clear objectives for "pull" selling

than you and what you want to achieve.

The only reason we buy anything is because it fulfills a need. Therefore, as the sales professional, we must identify and then provide the answer to that need.

Unless in their minds we link our solution to their need, we will be perceived as foisting something on them that they do not want. In other words we will be pushing a solution

they do not necessarily appreciate.

The key to success is therefore to ensure our focus and mindset are correct. We need to consider the sale from the point of view of the potential purchaser, their wants and needs.

In summary, as we approach a selling situation, don't think about yourself and what you want, instead, set yourself objectives like::

- finding out what they need and want
- establishing the problems they would like to resolve
- identifying their potential requirements

If we do this before we begin to offer our solution, then we will have achieved a pull style sale rather than a push.

Ensure you find out their needs and wants and then provide them with their ideal solution