****Sales Training Manual****  
"Sales equal profit; everything else is cost! Read it, learn it, and truly absorb it together. If you’re building a sales team right now, this is a must-read—go through it multiple times. It’s best to read it aloud alone, reflecting on each sentence as you go."

****First Sales Journal Entry****  
****Q: What are you really selling in the sales process?****  
****A: Yourself.****

1. Joe Girard, the world's top car salesman, once said: "I don't sell my Chevrolets. I sell myself."
2. Before selling any product, you must first sell yourself.
3. Between the product and the customer stands one crucial bridge: the salesperson.
4. In the process of face-to-face sales, if the customer does not accept you as a person, will they still give you the opportunity to introduce the product?
5. No matter how you introduce your company to customers as first-class, with top-notch products and services, if they see your people as fifth rate and hear what you say as more like amateurs, then generally speaking, customers will not be willing to talk to you at all. Will your performance be good?
6. You need to make yourself look like a better product.

Dress up for success, dress up for victory.The investment of salespeople in image is the most important investment for salespeople.

****II. What Are You Selling in the Sales Process?  
Answer: The Customer’s Mindset.****

1.Is it easier to sell what you want to sell, or what the customer wants to buy?

2.Is it easier to change the customer’s mindset, or to align with it?

3.Before pitching your product, work to understand your client’s perspective—then meet them where they are.

4.If the customer’s mindset conflicts with your product or service, focus first on shifting their perspective—then make the sale.

5.Remember: the customer spends money on what they want—not what you want. Your role is to guide them toward what they believe is the best fit.

****III. What Are Customers Really Buying?  
Answer: A Feeling.****

**1.Whether people decide to buy someth**ing is often driven by one decisive force: how they feel about it.

2.This feeling is an invisible, intangible—yet crucial—factor that influences behavior.

3.It emerges from a complex interplay between people, and between people and their environment.

4.Imagine finding a high-end suit—perfect in price, style, and fabric. You’re ready to buy. But then the salesperson talks to you disrespectfully, making you uncomfortable. Would you still buy it?  
What if that same suit were sold at a street stall next to a butcher’s shop in a wet market? You wouldn’t. Because the feeling isn’t right.

5.Many elements affect how a customer feels: the company, the product, the people, the environment, the language, the tone of voice, even body language.

6.If you can craft a positive feeling throughout the sales process, you’ve found the key to the customer’s wallet.

****IV. What Are You Selling in the Transaction?  
Answer: Benefits.****

A benefit is what brings customers happiness or gain, or what helps them reduce or avoid trouble and pain.

1.Customers never buy a product itself—they buy the benefit that the product or service provides them.

2.Second-rate salespeople sell the product (its features). Top-tier salespeople sell the outcome (the benefit).

3.A customer will only buy when they understand exactly what benefit the product offers and what trouble it helps them avoid.

4.When customers get real results from what we offer, they're happy to hand over the money and say, "Thanks!"

**V. What Goes Through a Customer’s Mind in Face-to-Face Sales?  
Answer: The Six Eternal Questions:**

1.Who are you?

2.What do you want to talk to me about?

3.What’s in it for me?

4.How can you prove what you’re saying is true?

5.Why should I buy from you?

6.Why should I buy now?

The customer may not voice these questions aloud, but they’re thinking them subconsciously.

**Let’s take an example:**The moment a customer sees you, they think: “I’ve never seen this person. Why are they walking toward me smiling?”  
Subconsciously, they’re wondering: “Who is this?”

As you approach and start speaking, they wonder: “What does this person want to talk about?”  
While you’re talking, they’re thinking: “What’s in it for me?”  
If they don’t see a benefit, they’ll stop listening—everyone’s time is limited, and they prioritize what serves them.

Only when they feel your product could truly benefit them will they then wonder:

“Are you being honest? How can you prove what you’re saying is true?”

**T**hen, when you’ve proven the benefits are real, a new thought crosses their mind: “This product is good—but is there something better somewhere else? Or someone selling it for less?”

Once you provide enough evidence that buying from you is the smartest choice,  
they’ll wonder: “Can I buy tomorrow? Next month? Next year?”That’s why you must give strong reasons to act now—highlighting what they gain immediately and what they’ll lose if they wait.

****Therefore, before meeting with your client, put yourself in their shoes.****  
Ask yourself those same questions—and answer them. Craft strong responses and back them with compelling reasons.  
That’s how you guide customers to choose what they believe is the best and right decision for themselves.

**VI. How Should You Handle Comparisons with Competitors?**

**1.Never disparage competitors**.  
If you speak poorly of a rival, you risk offending customers who may have existing ties to them—they might be using the competitor’s product, have friends who do, or simply think highly of it.  
Criticizing a competitor can come across as criticizing the customer’s judgment, which often triggers defensiveness or distrust.

**Avoid undermining competitors—especially successful ones**.  
If a competitor truly were inferior, how would they have become a credible rival in the first place?  
Making unrealistic criticisms will only make you seem less trustworthy.  
If you consistently talk negatively about competitors, clients may see it as a sign of insecurity or poor character.

2. Objectively compare your top three strengths against your competitor’s top three weaknesses.  
As the saying goes, “compare three alternatives.” Every product has its strengths and weaknesses. When presenting your offer, highlight three of your strongest advantages against three of their weakest points. Even products of similar quality can be clearly differentiated through fair and objective comparison.

3. Emphasize your Unique Selling Proposition.  
A USP is a distinct advantage that only you offer—something your competitors lack. Just as every person has a unique personality, every product has something truly special. Stressing the importance of these unique benefits during your presentation can significantly increase your chances of closing the sale.

**VII. Service After the Sale**Service begins after the deal is closed—yet it directly impacts future sales and referrals.  
So how can you provide after-sales service that truly satisfies customers?

The answer: Make your service so thoughtful it moves them.  
Service = Care. Care is service.

Some might say a salesperson’s care is fake or self-interested.But if someone were willing to care about you—with a purpose—for a lifetime…Would you really mind?

**1. Three Types of Service That Truly Move Customers:**

✅ Proactively support your client’s business growth  
No one likes being sold to, but almost no one refuses help growing their business.

✅ Sincerely care about the client and their family  
While people resist sales pitches, they rarely reject genuine concern for themselves and their loved ones.

✅ Provide service unrelated to your product  
If your service is directly tied to your product, clients see it as an obligation.  
But when you serve without a sales agenda, they feel truly valued—and that’s what moves them.  
And moved customers are your most powerful advantage.

****2. The Three Levels of Service:****

****Expected Service (The Minimum):****  
You do everything you and your company are supposed to do.  
The customer sees you as acceptable.

****Extra Service (The Optional):****  
You also do what’s not required—what many wouldn’t bother with.  
The customer sees you as exceptional.

****Service Beyond Selling (The Unexpected):****  
You serve without any ties to sales.  
The customer sees you not just as a vendor, but as a ****trusted partner—and a friend****.  
That kind of loyalty can’t be stolen by competitors.  
Isn’t that exactly what you want?

1. ****The Core Belief of Service:****  
   “I am a provider of service. The quality of service I deliver determines the quality of my life and the extent of my achievements.”  
   If you neglect your customers, don’t be surprised when your competitors gladly step in.

**Part 2: Telemarketing**Statistics show that in 80% of marketing companies, 80% of salespeople spend 80% of their time on telemarketing—yet only 20% of them ever become truly skilled at it.

**[Process Flow]:**Schedule Call → Market Research → Prospect → Serve Existing Customers  
→ Set Clear Goals → How Do I Want the Customer to Feel?  
→ How Do I Avoid Making Them Feel I’m Wasting Their Time?  
→ How Can My Call Actually Help Them?  
→ What Objections Might the Customer Have?  
→ Prepare Solutions & Backup Plans → How Should I Present and Serve So That They Buy?  
→ Ask for Referrals.

**I. Preparing for the Call**

Mental preparation (reaching peak state)

Visual preparation (smiling at yourself in the mirror)

Vocal preparation: clear, pleasant, and standard pronunciation

Tool preparation:

Three-color pen (black, blue, red)

A4 notebook/blank paper/pencil

Fax documents, sticky notes, calculator

Successful sales begin with attention to every small detail. Clients judge our professionalism by how we handle these details.

****Repetition of simple actions is the key to success in sales.****

**2. Five Key Details of Effective Phone Communication:**

 Listen attentively for details;  speak clearly to communicate and confirm; ✍️ take notes on key points (including call time, date, and content).

⏰ Schedule calls in batches—group similar calls together, set appointments for important ones, and aim to keep calls under 8 minutes.

 Stand while calling—it projects confidence and conviction. Use gestures to engage your body—even over the phone—to enhance subconscious persuasion.

 Practice active listening: stay fully focused on the current conversation to truly understand feedback, suggestions, and complaints.

❌ Avoid interrupting the customer. Instead, respond sincerely, warmly, and positively.

**3. The Three Golden Rules of Telemarketing:**Be Clear & Confident | Be Enthusiastic & Energetic | Be Persistent & Resilient

**4. The Core Philosophy of Sales:**Fall in love with yourself, your company, and your product.

Every call is an opportunity to earn.

Your voice is the ambassador of your company’s image.

To excel on calls, you must have absolute confidence.

Start every call with genuine praise—the call is a mirror of your own attitude.

Telemarketing is the transfer of confidence and emotion—it’s about inspiring the person on the other end.

Telemarketing is a game of psychology: speak clearly, kindly, and insightfully, and match the customer’s rhythm and tone.

No one truly rejects you—they only reject because they don’t know enough, or your timing or attitude wasn’t right.

The person on the call is your friend. You’re calling to help them grow and make their business more profitable.

The quality of your advertising is determined by the quality of your calls. The value of a well-handled call is ten times that of a cold call.

Present your product by building its value: use data, testimonials, timelines, and storytelling to make an emotional and logical case.

****5**. Eight Ways to Build Rapport on the Phone:**

1️⃣ The Praise Principle  
Start with genuine and specific compliments to open the conversation positively.

2️⃣ Verbal Matching  
Mirror the customer’s language style and word choices subtly.

3️⃣ Repetition  
Repeat key phrases the customer says to show you’re listening and to reinforce connection.

4️⃣ Use Their Favorite Phrases  
Incorporate the customer’s own expressions and colloquial language.

5️⃣ Emotional & Belief Alignment  
Apply the Agreement Frame: “I understand what you mean…” / “I appreciate your point, and at the same time…”

Replace “but” with “and” or “at the same time.”

6️⃣ ****Pace & Tone Matching****  
Adapt to the customer’s ****representational system****:

****Visual****: Speak faster, use imagery words

****Auditory****: Moderate pace, clear tone

****Kinesthetic****: Slower, softer, feeling-based words

7️⃣ ****Physiological Synchronization****  
Subtly match their:

Breathing rhythm

Facial expression (smile when they laugh)

Posture and gesture (even through voice empathy)

8️⃣ ****Use Humor Appropriately****  
Light, respectful humor eases tension and builds likability.

**6. Scheduling a Call:**

Focus on the benefit to the customer.

Clearly confirm the time and location.

Specify who will be participating.

Avoid discussing specific details.

**7. Use These Six Questions to Design Your Script:**

Who am I?

What do I want to discuss with the customer?

What’s in it for the customer?

How can I prove what I’m saying is true and accurate?

Why should the customer make the purchase?

Why should they take action now?

Why should the customer buy now?

**VIII. Professional Language vs. Common Speech in Sales:**

| **Common Speech (Avoid)** | **Professional Expression (Use Instead)** |
| --- | --- |
| What's your name? | May I have your name, please? |
| Your problem is really serious. | I understand this situation is challenging. |
| (No direct equivalent provided for this row in original Chinese) | Our situation has improved since last time. |
| The problem is that product is sold out. | Due to high demand, that product is currently out of stock. |
| You don't need to worry about it breaking again after repair. | You can use it with confidence after this |
| You’re wrong, it’s not like that! | Thank you for that perspective. Let me clarify how it actually functions. |
| Listen, you must get this done today! | To ensure we meet the deadline, it would be ideal to have this completed by today. |
| You just don't get it, listen up this time. | Perhaps I haven't explained this clearly enough. Please allow me to clarify. |
| I don't want you to make the same mistake again. | I'm confident we've resolved this issue completely. |

**Part 3: Service Marketing**

The three stages of service: Pre-Sales, In-Sales, and After-Sales.  
Pre-Sales Service > After-Sales Service

The four levels of service:

Basic Service

Desired Service

****Unexpected Value**** (Service that exceeds expectations)

****Irreplaceable Service****

**Purpose of Service:**  
To turn strangers into friends, and one-time transactions into ongoing business and greater lifetime value.

**Definition of Service:**  
The ability to anticipate the needs and desires of everyone around you, and the commitment to fulfill them promptly.

**I. What is a Customer?**

Customers are the lifeblood of our enterprise.

Customers are the source of wealth creation.

They form the foundation upon which our business survives.

They provide the job security that supports our employees' livelihoods.

**II. The Importance of Service:**

Service adds value to the enterprise.

High-quality service carries significant economic benefits.

As market competition intensifies—especially in today’s low-margin environment—superior service is often what guides the customer’s choice.

****I**II. The Belief in Service**  
Service is sales, and sales is service. Service is the method; sales is the purpose.

a. If you neglect to care for and serve your customers, your competitors will be more than happy to do it for you.  
b. I am a provider of service. The quality of my service determines the quality of my life and the extent of my achievements.  
c. What I reap today is the result of my past efforts. If I want to increase my income tomorrow, I must increase my contribution today.  
d. Retaining an existing customer takes 1/6th the time and effort required to acquire a new one. Customers seek you out because they have a need—but they stay because of the service.  
e. There are no unserviceable customers, only people who don’t know how to serve. Win the heart, win the customer.  
f. Every industry is ultimately built on service and relationships.

**IV. Three Ways to Move Customers Through Heartfelt Service:**

Proactively help clients expand their business.  
No one ever refuses an offer to help them grow.

Offer services that go beyond your product.  
Turn regular customers into loyal ones, and loyal customers into lifelong friends. This is the power of service that touches the heart.

Show genuine concern for your customers and their families.  
Since no one refuses sincere care, this approach can also transform customers into true partners in your business.

****V. Guidelines for Sales Follow-up Message Service:****

****1.Leverage Tools Effectively****  
Make full use of mobile phones, business lines, and company-built bulk messaging platforms.

****2.Send with Strategy****  
Utilize mass messaging, categorize your audience, personally draft critical messages, and always personalize forwarded texts.

**3**.****Be Context-Aware & Targeted****  
Tailor messages to the recipient, timing, and occasion. Send greetings a day before special dates to stand out.

****4.Be Thoughtful and Memorable****  
Craft personalized, vivid, and distinctive messages. Make sure the client remembers you after just one read.

****5.Blend Heart with Mind****  
Write with emotion, but send with strategy. Always text new contacts within 24 hours.

****6. Backup Message Bank:**a. 20x Growth & Motivation  
b. 20x Blessings & Well-Wishes  
c. 10x Customer Service & Follow-up  
(Curated for high impact and company value)**

****VI. The Five Key Benefits of Service:****

**1.Increase Customer Satisfaction**

**2.Increase Customer Retention & Loyalty**

**3.Gain a deeper understanding of customer needs—both past and present.**

**4.Transform relationships from quantity to quality (Create meaningful connections).**

**5.Generate more revenue opportunities.**

****VII. Seven Steps to Handling Objections:****

**1.Confirm if they are the decision-maker.**

**2.Listen patiently to the entire objection.**

**3.Acknowledge and validate the customer's concern first.**

**4.Distinguish between true and false objections.**

**5.Isolate the core objection.**

**6.Obtain the customer's commitment (to proceed based on the resolution).**

**7.Resolve the objection.**

**Example (Isolating the objection):  
"Which of these is most important to you: service, quality, or price?"**