销售的艺术

首先，恭喜微商王总新购买了一辆和谐号。

今天我要介绍的是，微商的销售艺术。那么，什么是微商呢？答案是真微信上从事合法的商业活动。微商的本质是社交电商，是微信社交带来的一种商业模式，无论什么模式，什么手段，利用微信平台获取利益的都叫做微商。

当我们要通过微信卖一款产品的时候，我们应该做到什么呢？对于大微商或者小微商来说，你一定要找的好的产品和好的平台。

1. 找到三证齐全的产品，找到有市场需求的产品，拒绝假货。
2. 寻找并培养属于自己的微商团队，找到个别几个执行力强的人加以重点培养。
3. 制定团队发展策略，团队管理制度，绩效管理制度，产品定价策略，产品运营策略和止损策略等。对这些策略在发展中不断修正。

销售也是一门学问，先说选产品，选择受众面广，高复购，高毛利，轻物流，竞争力小的标准化产品。

你卖的东西要符合大多数人们的需求，高复购，也就是人们会重复去买的东西，比如牙刷牙膏。但是假如你卖冰箱，这个东西一时半会是坏不了的。你卖的东西还要高毛利、轻物流，这样方便销售，比如面膜，具备了受众面广，高复购，高毛利轻物流的优势。这就是为什么你朋友圈中，有这么多人去卖面膜或者其他的护肤品。

再说如何增加人脉，你可以通过群裂变、互推、做小视频、做直播来得到人们的关注。

裂变是指，让朋友转发带有你的文字和图片，点赞超过50个人截图给你，然后加你微信就可以领奖品，中文字当中，加上自己的微信号。

互推少指，我们双方互相在自己的朋友圈中推荐对方的微信，写好宣传语，来互相增加人脉。

做小视频，可以理解为快手或者抖音，这种大流量的软件，可以让你获得更多的关注。

做直播，你可以像淘宝上的直播一样，就介绍和展示自己的产品，也可以像斗鱼或者虎牙直播一样，你做一些游戏或者户外直播，然后向你的粉丝去推广你的产品。

那么产品的销售是最重要的一点，如何扩大自己的规模，如何发展自己的下线，如何获得更多的钱？

比如说，你做卖一款面膜，首先它的包装一定要精美，人们会根据自己的第一印象来选择自己购买的东西，而一般第一印象都是看物体的丑和美。下一步，你要有相应的话语来宣传自己的产品，让人们对你的产品有所了解。然后，就要给人们一点小的折扣，因为东西太贵没人买，东西太便宜，大家会觉得说假货，然而当你将贵的东西，打一些折扣以后，人们会觉得自己占了便宜，这样他们会很愿意去购买你的产品，这个技巧在面对一些大妈用户时更加受用。

这个时候，如果你跟买你产品的用户说，帮产品做宣传，会得到优惠券，那么他们肯定是很乐意的。你也可以招收代理，比如一款面膜，100块钱卖给代理，代理再去卖多少钱都无所谓，但是每次都必须从你这里拿货，代理还可以再继续找代理，这样你的代理结构就像一棵树一样延伸。产品销售数量上升，钱也就越来越多了。

如何找精准的客源呢？

首先看你的产品解决了什么问题，然后找到有这种问题的人群。从百度、知乎这种流量大的平台搜索这个问题，然后你会发现，对于这个问题，可能每天有好几十万的人去搜索，于是你可以采取广告的形式去宣传的产品，按点击量计费。你也可以花时间和精力去做一对一的内容输出，认真回答百度和知乎上的提问，特别是知乎上的问题，对这个问题，当你被点赞到一定数量以后，就会成为这个领域的专家，那么你的回答就会很有分量，大家都相信你，于是也会相信你推荐的产品，这样你会拥有源源不断的客源，你甚至还可以开一个公众号，分享你的经验。

The art of sales

First of all, congratulations to the owner of the wechat-business Wang for purchasing a Harmony.

Today I want to introduce the wechat-business sales art. So, what is wechat-business? The answer is to engage in legitimate business activities on WeChat. The essence of wechat-business is social e-commerce. It is a business model brought about by WeChat social. Regardless of the mode or means, the use of WeChat platform to obtain benefits is called micro-business.

When we want to sell a product through WeChat, what should we do? For large or small wechat-business, you must find a good product and a good platform.

First, find products with complete documents, find products that have market demand, and reject fake products.

Second, seek and develop their own wechat-business team, find a few individuals with strong execution and focus on training.

Third, develop team development strategies, team management systems, performance management systems, product pricing strategies, product operating strategies, and stop loss strategies. These strategies are constantly being revised in development.

Sales is also a knowledge, first choose products, choose a wide range of audiences, high repurchases, high gross margin, light logistics, competitive and standardized products.

The things you sell must meet the needs of most people. High repurchases are things people buy repeatedly, such as toothbrushes and toothpaste. But if you sell a refrigerator, people won't buy it many times. The things you sell also require high gross profit and light logistics, such as masks, which have the advantage of wide audience, high repurchasing, and high gross profit light logistics. This is why so many people in your circle of friends sell facial masks or other skin care products.

Let's talk about how to increase connections. You can get people's attention through group fission, mutual promotion, mini-video, and live broadcasting.

Fission means letting friends forward text and pictures with you, star more than 50 people and screenshots for you, and then add your Wechat to receive prizes. Remember to include your own wechat name in the text.

The mutual recommend refers to the fact that we both recommend each other's WeChat in moments and write good words to increase mutual contacts.

Doing small videos can be understood as quick hands or chatter. This kind of large-flow software allows you to get more attention.

To do live broadcasts, you can introduce and present your products just like the live on Taobao, or you can do some games live broadcasts like 斗鱼or 虎牙and then promote your products to your fans.

Then the sale of products is the most important point. How to expand your scale, how to develop your own agency, and how to get more money?

For example, if you sell a facial mask, first of all, its packaging must be elegant. People will choose what they buy based on their own first impressions. Generally, the first impression is to see the ugly and beauty of things. Next, you need to have suitable words to promote your product and let people understand your product. Then, we must give people a small discount, because things are too expensive to buy, things are too cheap, and everyone thinks that they are fake. However, when you discount something expensive, they will feel that they have got the benefits of it. , so they will be willing to buy your product, this technique is more useful in the face of some aunt users.

At this time, if you say to the user who bought your product and advertise the product, you will get a reward , so they are sure to be very happy. You can also recruit agents, such as a facial mask, and sell it to an agent for 100 dollars. It doesn't matter how much the agent sells. However, each time you have to get masks from you, the agent can continue to look for agents, so that your agent The structure extends like a tree. As the number of product sales increases, so does the amount of money.

How to find accurate source?

First look at what your product solves and then find the people who have the problem. Search this question from Baidu, a platform with such a large flow of traffic, and then you will find that for this problem, hundreds of thousands of people may search every day, so you can take the form of advertising to advertise products, click-click Billing. You can also spend time and energy to do one-on-one content output, seriously answer questions from Baidu and Zhihui, especially questions that you know. When you are praised for a certain number of questions, you will Become an expert in this field, then your answer will have a lot of weight, everyone believes in you, and then you will also believe in the product you recommend, so that you will have a steady stream of customers, you can even open a public number to share Your experience.