

JUSTSELL[®]

Sales Process Defined

Sales is rocket science.

And just as rocket science has its foundation in physical and mathematical laws and principles, sales too can be distilled into its basic fundamentals.

While branded selling systems and approaches serve several purposes (helping differentiate sales books and training material to sell them better or articulating ideas to make them easier to learn or implement), the simple fundamentals underlying all of them remain relatively unchanged.

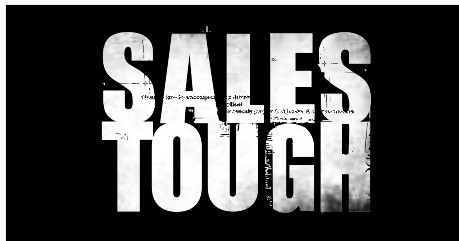
Here's the bottom line for your records ... fluff removed.

Depending on what you sell, parts of the process may not be needed and some parts might need repeating.

Use it as a guide for the in-house sales development of your team or for your personal sales skill development (you do work on your most valuable asset, don't you?). Focus on practicing and perfecting one area each week or month.

Print it out and send it out.

Build from it. Be more valuable.



**NO FLUFF.
NO CLICHÉS.
NO JARGON.
BE SALESTOUGH.**

Learn the 8 fundamentals to being more valuable to your prospects, customers, and team.

Get the book at GiveMore.com/Sales-Tough
(a quick 20-minute read)

The Sales Process

Assuming you've identified the features and benefits of your product/ service ... and you've identified and defined your target market ... the sales process begins...

Prospect
Interview
Analyze needs
Present
Negotiate
Close
Service

Throughout the sales process, the salesperson should be continually...

Enthusiastic
Positively expectant
Asking questions
Listening
Qualifying the opportunity (for both parties)
Discovering needs and wants (what's in it for them)
Building rapport
Establishing trust
Developing credibility
Developing a valuable relationship
Addressing objections
Planning next action steps
Confirming understanding (for both parties)
Asking for referrals
Seeking additional opportunities to serve and sell
Evaluating responses and results (positive/ negative)
Affirming decisions (minimizing buyer's remorse)

What you can do with this material...

You can read it, discuss it, and share it with others (online, by hand, by mouth).

What you can't do with this material...

Please don't publish this material as your own, alter it, revise it, imply authorship of it, sell it, or use it as a foundation for a speaking or training event outside of your own company.