

Title:

A Simple Sales Strategy: Define What Selling Is!

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Summary:

How do you define selling? A lot of people think of selling as persuading/convincing people to buy things they may or may not want or need. To some, selling is all about closing a deal. Thinking of selling like this is not very empowering to you. Frankly, if you have this perspective on selling, it's no wonder if you hate it. I would too!

So what perspective can you take about selling that will make it enjoyable, exciting and something you look forward to? Sounds like a bi...

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Article Body:

How do you define selling? A lot of people think of selling as persuading/convincing people to buy things they may or may not want or need. To some, selling is all about closing a deal. Thinking of selling like this is not very empowering to you. Frankly, if you have this perspective on selling, it's no wonder if you hate it. I would too!

So what perspective can you take about selling that will make it enjoyable, exciting and something you look forward to? Sounds like a bit of a tall order doesn't it? Read on.

Hopefully by now, you have made the list of all the problems that you can solve for your target market. You're going to be surprised how long that list grows over time. So really, if you look at your list and you think about it, you are a master problem solver. What you're really doing is helping people. Correct?

So try on this perspective about what selling is: Selling is helping people. Selling is serving. Selling is a process of identifying and solving people's problems.

See, feel and know that selling is serving. This will cause a big shift for you.

With this perspective, you will really become passionate about wanting to help people. Find this passion and let it shine through.

It is your purpose, your moral obligation, to have as many sales conversations with people as you can so you can help as many people as possible. If you're not having these types of sales conversations, you are holding back the gift you have to offer the world. You owe it to people to be there for them with your expertise and wisdom.

Next time you're talking to a potential client, think about how you can help them, how you can serve them. Forget about trying to sell them something. If what you have to offer does solve their problems, and you facilitate the conversation using the strategies we are covering, people will sell themselves and will subsequently buy from you.

If you have a perspective on selling which is one of service and helping people, how do you think the people you're talking to will feel? Think about this: people hate to be sold. The minute they feel they're being sold, they often want to get away - fast. Don't you? On the other hand, if they feel you are sincerely trying to help them solve their problems, they will relax and open up to you.

If you have a perspective on selling which is one of service and helping people, how do you think you will feel? Does energized, excited, relaxed, and natural come to mind?

This perspective is simple but powerful and very attract-tive to clients.

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