

# Marketing



Marketing Habit # 18: Tell the Truth (It's Easier to Remember) According to Schiffman, a good salesperson should be able to set the right expectations. Never should there be a time when a salesperson promises something that he or she is not sure to deliver. One should keep in mind that every sale is built on relationships, and relationships only flourish through open and honest communication. In this book chapter, it is said that there is a study saying that an average person tells around 200 white lies in a day. That is a very high number, and if we use several of these in sales, it is easy to end up having several facts that we can no longer connect. From personal experiences, I have experienced a lie needing another lie just to cover it up. It is therefore not a good sales strategy to promise a client the moon just to close the deal, and then have problems in delivering it later on. Eventually, word may go around and you will have lesser and lesser prospects who will believe you and your sales pitch.

Habit # 19: Sell Yourself on Yourself I find this tip very valuable. Firstly, I believe that an individual emits confidence if he or she feels that. I mentioned confidence because this is a very important characteristic of a good salesperson, and one can only be confident enough if he can make himself believe that he can do it. Personally, I call it practice, and I know people have done it several times, not only in sales, but even in school presentations. One cannot expect audience to appreciate a sales pitch (in this case, a presentation) that the presenter himself cannot appreciate, or at least believe in. It is important that the salesperson is able to sell himself and his product, first, to himself, convincingly.

Habit # 20: Start Early What could be a more basic tip than starting early? Starting early gives you an edge in having more time to spend for your work. Also, from a personal experience, I have encountered more positive or happy people

during the first half of the day --- they are easier to approach, easier to ask for appointment with, and easier to present to. This is probably because their moods are not yet messed up with stressful things. It is then good to use this to one's advantage, especially in trying to set up appointments with prospects. The old adage "the early bird catches the worm" still works to this day. Selling to People's Problems --- Need Solution In Zig Ziglar's book, he discusses information that will help an individual achieve a successful sales career. On "Selling to People's Problems --- Need Solution," Ziglar emphasizes the importance of painting a picture for the client. Sometimes, a client is not really interested in how good or popular your product is. Most of the times, they are interested in what it could do for them. That is common sense actually, yet a lot of times, I hear sales pitches that do not even discuss the benefits for the client in particular. The ABC's of Closing Sales --- Need Satisfaction In this part of the book, I learned that despite the originality a salesperson can showcase in his or her sales pitch, closing sales is a must, should be asked, and should be done according to the proven formula --- short and simple. Closing sales could be a part where a salesperson would want to do personal "novel" strategies, but Ziglar stresses the fact that the shorter it is and the simpler it is, the better. The only important thing that every salesperson needs to know is that they should ask for the sale --- work towards finally closing the deal. It does not matter how good a presentation is, if the presenter does not ask for the sale, it will not be acquired through the client's initiative. It is quite ridiculous to expect that from the asking for an appointment to the sales pitch, a salesperson exhausts all of his or her efforts, yet fail to ask for that final question about the closing of the sale. Works Cited Schiffman, Stephan. The

25 Sales Habits of Highly Successful Salespeople. Avon, Mass: Adams Business, 2008. Print. Ziglar, Zig. Selling 101: What Every Successful Sales Professional Needs to Know. Nashville: Thomas Nelson Publishers, 2003. Print.