

THE ONE MINUTE SALESPERSON'S "GAME PLAN"

I START

MY PURPOSE

I HELP PEOPLE GET THE FEELINGS THEY WANT – SOON !!

SELLING TO OTHERS

BEFORE THE SALE

- First I see other people getting the feelings THEY want. Then I see me getting what I want;
- I study the features and advantages of what I sell – thoroughly and often;
- I see the benefits of what I sell actually helping others get the feelings they want;

DURING THE SALE

- I sell the way I and the other person like to buy. I invest time as a person;
- I ask "have" questions and "want" questions;
- The difference is the problem;
- I listen and I repeat back what I have heard;
- I honestly relate my service, product or idea only to what the other person wants to feel;
- The other person closes the sale when he sees he gets the maximum benefits with the minimum personal risk.

AFTER THE SALE

- I frequently follow up to make sure people are actually feeling good about owning what they bought from me;
- If there is a problem, I help them solve it – and thus strengthen our relationship;
- When they are feeling good about what they bought, I ask for active referrals;

SELLING TO MYSELF

MY ONE MINUTE GOALS

- I write out my goals on a single piece of paper in 250 words or less, as though they were already real;
- I read/reread them in only one minute;
- Each time I reread my goals, I see them as already achieved;

Goals (Even Partly) Achieved

I WIN

MY ONE MINUTE PRAISINGS

- I frequently take a minute to give myself some "sales recognition";
- I catch myself doing something right (or approximately right) !;
- I laugh and enjoy telling myself what I did and how good I feel about it;
- I take the time to feel how good I feel about what I have done;
- I encourage myself to do this again;

Goals Not Achieved (review goals)

I LOSE

MY ONE MINUTE REPRIMANDS

- I reprimand my behavior when it is unacceptable to me;
- I specifically tell what I did wrong;
- I let myself feel how I feel about what I did (or did not do);
- I remember that I am not what I do;
- I am a valuable human being and I deserve the best behavior from me;
- I get off my back and back on purpose;