



MARVIN MONTGOMERY'S

SALES TIP OF THE WEEK

BROUGHT TO YOU BY ERC



At the New Year's Eve service at my Church, my Pastor shared with the congregation what I thought was a profound statement. He stated that at the beginning of every year, we all make our New Year's resolutions.

If you look at the resolutions closely, they are nothing new. They are things we've known, but just haven't done anything about. I was able to relate this to selling skills. We all know the importance of:

- Product Knowledge and Knowledge of company
- Greeting and rapport
- Needs assessment
- Features and benefits
- Overcoming Objections
- Closing
- Add-on sales
- Reaffirming the sale
- Turning over
- Handling Difficult customers

The problem is committing to do what it takes to consistently provide them. Preparation and Practice! Remember when it comes to selling, it's not doing something new; it's doing something known.