

A silhouette of a person's head and hand is shown against a vibrant sunset background. The person is holding a glowing, spherical object in their hand, which appears to be the sun or a similar celestial body. The overall mood is contemplative and aspirational.

How to become an
EFFECTIVE
salesperson?

Raz Chorev

Life in sales is a real trip

One minute you are a legend and the next you are a dope! There is usually somebody in the background pushing, shoving and sometimes praying that you will turn in the “big one”. The deal that puts the **cash in the bank** and the **toys in the garage**. My observation is that a lot of the time they are telling you the same old tired stuff and simply cracking the whip to get more out of you.

Yet the **cool** thing about sales is that you are really **on your own**. When it comes to money you are also on your own. That goes for making it, spending it and investing it. You can **make** tons or you can scrape along. The purpose of this little report is to give you some sure fire ways to put and keep money in your wallet right now and get sales rolling through the door.

Over the years, my life in sales has seen me very rich and very broke. If someone would have shared these few secrets with me like I am with you, I would have stayed in the rich zone.



**DO NOT RELY ONLY ON THE
LISTS THAT YOUR COMPANY
PROVIDES.**

Without talking too much, let me give you the list. Any one of these is guaranteed to put cash in your pocket now. These are not in any particular order of importance.

Structure yourself as a business

Make an appointment with a good CPA/tax strategist and learn how to structure yourself as a business. As a sales person you can pocket

thousands of extra dollars

every year, from every pay-check.

Learn how to *pay yourself first* and the government **last** rather than letting them take theirs first off the top!!



Contact database



If you do not have a good contact data base program or software...get one NOW!!!!

If you have to, hire someone to input all the business cards and contacts that you have. Start working the list heavily. The fastest and most lucrative sales will come from simply going back to those contacts regularly with new information, new offers and new services. Your customers and their well-being are YOUR responsibility. The software will help you stay in touch and keep valuable information at your fingertips. You may be great at selling, but a bit sloppy at record keeping and follow-up. That's normal. That is why a powerful but simple program that you can use on your laptop or PDA will make up for it.

(HINT: Hire someone to do the some of the input for you to keep it current!)

Label your prospects

Make a list of all your prospects and identify their personality type and learn how to sell to them the best and the quickest.

People are divided into 4 groups traditionally : (there are many personality types' exercises, such as DISC, Wilson Learning System, Myers Briggs, and others.) If you can identify your prospects' personality type, it will make it a lot easier to sell to them.



When meeting a client, ask yourself these two questions:

- 1. Is this person more assertive, or less assertive?*
- 2. Does he/she make his decisions emotionally or logically?*

A story

I just heard a story that made me **cringe** about a printer who consistently produced another company's

stationary every year for about \$5000 in sales.

One day this customer came to the printer to show off his latest 200+ page product catalogue in full colour, nicely bound. The printer was **devastated**. He asked why this customer did not give him that catalogue printing business. The customer said, "I thought you **only** did stationary!" In this case, not being heavily involved with his customer cost him several hundred thousand dollars a year in lost sales from this single customer.



Are you leaving money on the table?

Describe your target market

If I gave you ten seconds to completely describe your target customer, could you be sure that you know everything about them?

Remember the stationary story!

Sit down and completely describe your target market. If it is a person, how much money do they make, where do they live, what is the make-up of their families, what are their jobs, what are their hopes, fears, problems, etc. Make sure that you do your research so you know exactly who you are targeting otherwise even the best sales pitch will fall on deaf ears if given to someone without need or resources. If you are selling to businesses, the same applies. If you do not know exactly who you are hunting, you will be distracted by everything. Survey your current customers and your competitors' customers and research the size of the company, the size of their staff, the size of their facilities, their competition, their customers, their common problems, their sales, their management teams, etc. until you have the profile. Then your sales effort will yield much higher returns because you are dealing in higher probabilities.

FREE OFFER

Offer some sort of a FREE OFFER to all of your **existing** users/customers and send it out to them with a **letter of thanks**. It could be products, services, information, analyses, surveys....something that would be of **value to them**. Follow up on it with each of them by phone or mail and use this opportunity to check in and find needs.

It blows me away that so many sales people are fixated on “new sales” when there are thousands of dollars sitting in the hands of **people that already love you** waiting to take advantage of the next great deal.

I agree that it is important to get fresh blood into the system, but the greatest and fastest source of income are the **people that already know you** and **trust** you. If you have new stuff coming through in terms of products and services or promotional programs.....let them know. Your job is to make them rich and happy or to make their lives easier and make them heroes. Rather than giving everything to new guys, give to your faithful customers. More importantly spend the time finding everything you can about your existing customers.

FREE ongoing service

Create a campaign to offer a FREE report, consultation, or service to all current customers, prospects and interested parties.

Give it a frequency of at least once a month and start sending it. If prospects respond that they want the report, you have just qualified them!

I nearly forgot to tell you the **best way in the world
to **sell the most** in the **shortest** time!**

Those that use it, swear by it.

Become an expert



Prepare, deliver and promote, a **FREE presentation** on your product or service to as large of a group as you can invite. You will become an immediate **expert** in the prospect's eyes. Make sure that they **learn** something in the session. Be sure to present the problems that you know that they have, surface the objections that you know that they have in advance and show them how you can solve their problems. The goal is to get as many people to attend as possible and to get as many genuinely interested people as possible to raise their hands **asking for more** information.

Build a great team

Build a great team of **financial** advisors that can **coach** you properly to ensure that your **earnings** work for you.

The problem with great salespeople is that a lot of them have a tough time working on a team.

Your team should consist of a good accountant, financial planner, real estate broker, stock broker, attorney and a business mentor to guide you in your pursuit of bigger deals and greater business growth. These should be people who have “walked the walk” of where you want to go with your hard earned income and not just those who want to sell you a product that may not be in your best interests.

Choose wisely.

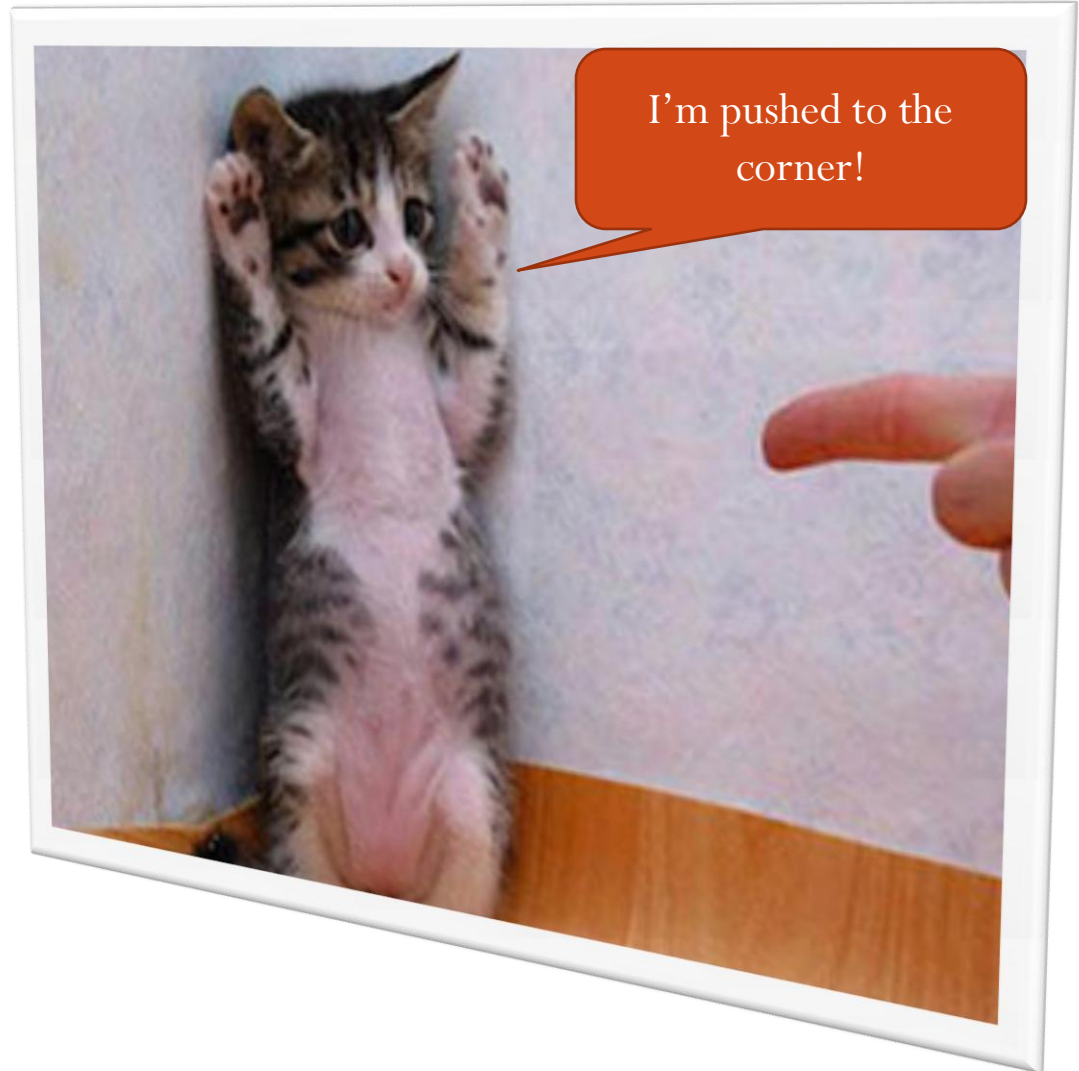
Brainstorm sales ideas

Find a group of friends and/or associates which could consist of customers, vendors, strangers and meet once a month to brainstorm sales ideas and objections. Make sure that they are from different businesses and industries. The energy and insight will astound you. Years ago when I was in the construction business, I used to do this with customers, vendors and even competitors. We brainstormed EVERYBODY'S sales and businesses, not just mine. It was awesome. Don't ask me why but I can tell you that for at least a month after those meetings, sales boomed.



Two Minute Exercise

Pretend that you need money for a medical emergency operation. Imagine your current resources are tapped. (That may not be an imagination!) Where would you go to generate the money? (Borrowing is not allowed...only selling!) Whatever thoughts came into your mind, make a plan to do it if it is legal, ethical and moral. Where can you turn on a series of sales NOW??





If you are **good in sales**, you may have

developed a **skill**

that is both good and bad.

The skill is the ability to **turn on** income whenever you **need** it by simply creating more sales.

The **negative** to this is that it is possible to build a habit of this in place of wisely getting the money to work for you, rather than you working for the money.

If you **know** your own strength,
you will find your greatest **earning strategy**.

The key to every great success story is playing to your strengths.

Blair Singer describes the SalesDogs™ concept:

*There are five basic breeds of people-the **Pit Bull**, the **Golden Retriever**, the **Poodle**, the **Chihuahua**, & the **Basset Hound**. On top of those, you'll find the **Big Dog**, and the **Super Mut**.*

As a salesperson, you must identify which of the five breeds* you are and learn to play to your strength.

Finding your strengths is part one.

Learning the best skills of the other dog breeds is part two.

Avoid what is not natural to you and amplify your inherent strength.

Make passive income

Take one evening and list everything that you spend money on for a month. This is your current budget. Look at it closely and find a way to either reduce it by 5% or increase the income by 5%. Determine where you will deposit that extra 5% and do it religiously every time you get paid. Make a plan where you will invest it so that it will make you passive income. (Money you do not have to work for)

*Talk to at least two investors
and two financial planners
and learn how to take a
percentage of your
commissions, invest it and
turn it into passive income.*



On-going training

Make sure that you immerse yourself in an on-going training program that will teach and coach you how to do all of what we have talked about here.

It is one thing to **know what** do, and quite different to **know how** to do it.

Great Salespeople aren't born....they are trained.

You don't need to know everything... just the right things that will turn on the sales and build the wealth.





About the author

Raz Chorev is a Personal Marketer. Raz believes that **People Buy People**, and work with his clients on the people-side of their business: themselves, their employees, and of course – their customers.

Being interested in starting up businesses, Raz found his weakest point was being shy and reserved. He forced himself to go into sales, and overcame his shyness. He was fortunate to be guided by the right people, learning to become an ethical and honest salesperson, who prioritizes the clients' needs.

Raz is an eternal student, always looking for self improvement. Reading and listening to books, lectures & attending seminars are routine for him.

Raz is writing for [Mortgage Professional Australia](#) magazine, [My Business](#), [CEO Online](#) and others about sales, marketing and customer retention strategies.

Raz is currently contributing to the [Sales Rescue Team](#) and the Dunn & Bradstreet [blog](#).

Specialties

Branding and identity, Personal Marketing, making business connections, marketing and sales strategies, [customer loyalty](#) and customer retention strategies, and helping businesses focus on their clients.

Wanna know more? Check out Raz's [website](#), [sales blog](#), or follow him on [Twitter](#).