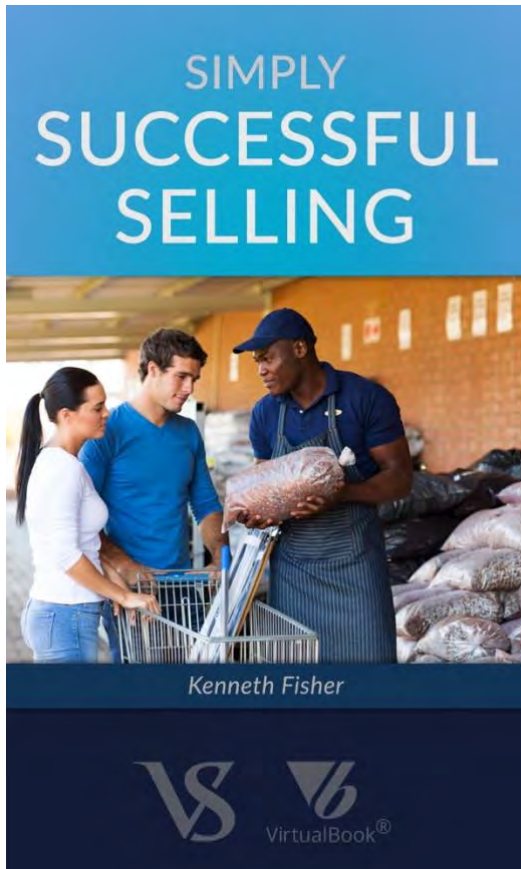


Simply Successful Selling

Simply Successful Selling is a concise, practical and comprehensive self-study book for new salespeople in retail, manufacturing and services sector. It deals with each step of the selling cycle, as well as how to handle difficult prospective customers, and understand buyer behaviour and buying signals. Furthermore it examines the most recent developments in selling techniques, such as the application of neurolinguistic programming.



This interactive VirtualBook is based on the Simply Successful Selling book published by Van Schaik publishers.

Target market

This book is aimed at new or prospective salespeople who need basic selling skills, and is suitable for retail, manufacture or service industry enterprises and salespeople.

Publication includes

- Fully searchable text
- 30 short case studies and 40 interactive Q & A
- More than 50 examples and strategies used to close deals
- A final online exam

Publication content

- The selling cycle
- Preparation: planning the sale
- Prospecting
- First contact
- Qualifying customer needs
- Sales presentation: Features, advantages, benefits, unique selling propositions and competitive product advantages
- Negotiating sales with customers

- Handling objections: General guidelines for handling objections; Strategies for handling specific objections
- Closing the sale: Different types of closing technique
- The final greeting
- Follow-up or aftercare
- Getting repeat business and referrals and building a loyal customer base
- Understanding buyer behaviour and buying signals: The difference between customers and consumers; The difference between low, medium and high involvement buying decisions; The customer buying decision-making process; The application of Maslow's motivational hierarchy of needs to selling; The clues that assist salespeople in identifying buying signals.
- Understanding the application of neurolinguistic programming and body language to selling: Neurolinguistic programming; Body language; Tools for effective oral communication; Recommended salesperson-customer space zones.
- How to handle difficult prospective customers: The different types of difficult customers
- The things great salespeople do right all the time
- The most common mistakes made by average and poor salespeople.
- Facilitating the meeting of minds between salespeople and customers.
- Dispelling some common myths about selling.

Outcomes

The primary objective of this book is to provide prospective or new salespeople with comprehensive knowledge and skills that they will be able to apply to the selling process in any sales situation.

The secondary, or specific, objectives are to ensure that prospective or new salespeople acquire the necessary knowledge and skills in order to:

- apply the selling cycle or process in practice
- plan sales properly
- prospect for new customers
- conduct first meetings with prospective customers properly
- qualify prospective customers' needs properly
- adequately demonstrate the features, advantages, benefits, unique selling propositions and competitive product advantages of products or services
- adequately handle objections
- negotiate sales properly
- close sales properly
- adequately greet customers at the close of sales
- build lasting relationships through follow-up and aftercare
- understand buyer behaviour, especially buying signals
- understand the application of body language and neurolinguistic programming to selling
- adequately handle difficult customers
- adequately apply the things great salespeople do right
- avoid the most common mistakes made by salespeople
- adequately apply the meeting of minds
- dispel some common myths about selling.

About the Author

Kenneth Fisher has worked in this field for more than 20 years. The knowledge gained in making numerous decisions and mistakes while running his own small business, as well as financing small businesses and advising and mentoring small businesses, has enabled him to compile this publication to assist prospective and new entrepreneurs.

CPD

60 Non-verifiable hours can be allocated.