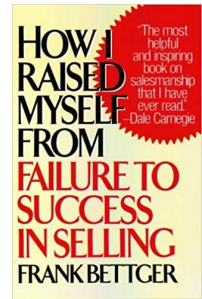


How I Raised Myself from Failure to Success in Selling

Frank Bettger (1952)

Notes by Bob Evely
Wilmore, Kentucky; 2019.



Enthusiasm

Force yourself to act enthusiastic, and you'll become enthusiastic.

Making calls is what's important

Walter LeMar Talbot: "After all, this business of selling narrows down to one thing, just one thing; seeing the people. Show me any [person] of ordinary ability who will go out and earnestly tell his story to four or five people every day, and I will show you [someone] who just can't help making good."

Keeping records

Keep a record of all calls, interviews and results. This will help you keep to your schedule.

Planning

Reserve time for planning for the week and stick to that plan.

Rise early

Ben Franklin said that only a few men live to old age, and fewer still ever become successful who are not early risers. Join the "six o'clock club."

Helping others to get what they want

The most important secret of salesmanship is to find out what the other [person] wants, then help him to find the best way to get it.

Know what's important to the buyer

The 62 year old president of John Scott & Company did not need insurance for his sons; they were well enough off. His soft spot was three missions that he wanted to assure continued support.

Vision

A magazine salesman was having bad luck. Then, instead of peddling magazines, he started selling businessmen something they all want ... more time. He was selling the same product to the same businessmen, but in a different way.

Convincing others to do something

The only way to get anybody to do anything is to make the other person want to do it.

Basic Principles in Making a Sale

- ✓ Make appointments.
- ✓ Be prepared.
- ✓ What is the key issue?
- ✓ Make key word notes. (Remember points you want to cover; cover them in logical order; be brief; and stay on the main point.)
- ✓ Ask questions.
- ✓ Explode dynamite.
- ✓ Arouse fear.
- ✓ Create confidence.
- ✓ Express honest appreciation of your listener's ability.
- ✓ Assume a close.
- ✓ Put YOU in the interview.

Six things to be gained by asking questions

1. Avoid arguments.
2. Avoid talking too much.
3. Helps the other [person] to recognize what they want, and how to get it.
4. Crystallize the other person’s thinking. The idea becomes his idea.
5. Find the most vulnerable point with which to close the sale ... the key point.
6. Gives the other person a feeling of importance.

Cultivate the art of asking questions. Questions, rather than positive statements, can be the most effective means of making a sale, or winning people to your way of thinking.

What motivates a buyer?

A [person] generally has two reasons for doing a thing: One that sounds good, and a real one. The best way to draw out the real one is built around two little questions ... “Why?” and “In addition to that ...?”

Listening

Remember the forgotten art that is magic in selling: Be a good listener.

Honesty and trust

George Matthew Adams: “The wisest and best sales[person] is always the one who bluntly tells the truth about his article. He looks his prospective customer in the eye and tells his story. This is always impressive. And if he does not sell the first time, he leaves a trail of trust behind. A customer, as a rule, cannot be fooled a second time by some shady or clever talk that does not square with the truth. Not the best talker wins the sale – but the most honest talker. There is something in the look of the eye, the arrangement of words, the spirit of a sales[person] that immediately compels trust or distrust. Being bluntly honest is always safe and best.”

How to win and hold the confidence of others

- ✓ Deserve confidence.
- ✓ Know your business ... and keep on knowing your business.
- ✓ Praise your competitors. Ben Franklin: “I will speak ill of no man and speak all the good I know of everybody.”
- ✓ Cultivate the habit of making understatements. Never exaggerate.
- ✓ Bring on your witness – they are as close as your telephone.
- ✓ Look your best.

Warming up the conversation

As a means of warming up conversation, ask: “How did you happen to get started in the business?” Then, be a good listener.

Abraham Lincoln: “If you would win a man to your cause, first convince him that you are his sincere friend.”

Be brief

A salesman cannot know too much, but he can talk too much.

Demonstrations

One demonstration is worth more than a thousand words.

Customer appreciation

Never forget a customer, and never let a customer forget you. Love his property after he has made the purchase.

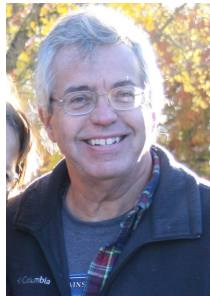
Be positive

Carry a card with tips on closing a sale with the following words in bold type: “This is going to be the best interview I ever had.”

Courage

Courage is not the absence of fear; it is the conquest of it.

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