

# **HOW TO SELL WHEN NOBODY'S BUYING**

**(And How to Sell Even  
More When They Are)**

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**DAVE LAKHANI** is a serial entrepreneur and sales trainer. He has owned ten successful businesses in the past twenty years and has been employed as a sales turnaround specialist at a number of other firms. Mr. Lakhani is the founder and president of Bold Approach, Inc., a business acceleration strategy firm, which has been responsible for driving record breaking growth and increases in sales in more than 500 businesses in the past 15 years. His ideas have been applied by IBM, US Army, Rogers Media, Micron, GE, Wizard Academy and others. In addition to having articles published in *Selling Power*, *Sales and Marketing Management*, *Entrepreneur*, *The Wall Street Journal*, and *Business 2.0*, Mr. Lakhani is the author of three other books: *Persuasion*, *Subliminal Persuasion* and *Power of an Hour*.

The Web site for this book is at [www.HowToSellWhenNobodysBuying.com](http://www.HowToSellWhenNobodysBuying.com).

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**MAIN IDEA**

There's no question it's tough to sell today while the economy is in a downtick. It's almost as if the general rules of the game have changed all of a sudden. And to make things harder, most of today's sales managers were trained on how to sell using techniques which were developed in the 1950s but were still working okay in the 1970s. That's all well and fine but it's time to face reality. What worked in the past might not necessarily work today and you have to sort the wheat from the chaff.

To succeed today, nine new tactics are required:



*"Selling changed and someone forgot to tell the sales team. Twentieth-century selling techniques are dead, but salespeople are trying to ignore its rotting corpse in boardrooms and business lunches around the world every hour of the day. It's time to face the facts: If you want to sell and succeed today, you have to update your skills. You must develop new strategies and new tactics that reflect the realities of these times – our times. If you can't commit to learning something new, no matter how long you've been selling, you should simply quit now: selling isn't for you anymore. Walk away with your dignity intact and find a new career."*

– Dave Lakhani

**Tactic #1 – Get real and focus** . . . . . Page 2

Things have changed. You can't keep doing what you're traditionally done and expect great results. It's time to face the music and decide what you're going to do differently in the future to succeed. React to changes quickly, acknowledge the new realities and take action. Change with the times.

**Tactic #2 – Get visible** . . . . . Pages 2 - 3

You have to be seen to sell. Build a personal profile as someone who solves problems and thinks big. Use all available online tools to develop your personal brand and project what you're best at.

**Tactic #3 – Get connected** . . . . . Pages 3 - 4

Your overriding question should be: "Who is still spending money on what I sell and how do I connect with them?" Then get to work using all the tools of the information age to find those people and sell them. Use new prospecting tools to maximize your sales.

**Tactic #4 – Go digital and get off the road** . . . . . Page 4

It's now entirely possible and feasible to sell to buyers who are sitting at their desks from your desk. Use digital technology to put your presentation in front of more people. Reach people where they are.

**Tactic #5 – Get creative** . . . . . Page 5

Try and open new doors in different ways. Make it easier and more fun for people to say yes to what you have to offer. Break through the clutter and earn the attention of buyers.

**Tactic #6 – Get persuasive** . . . . . Pages 5 - 6

Understand why people are reluctant to buy. It's not because they don't appreciate the benefits. They been duped into believing things are hard and they need to hunker down. Calm your prospects and give them permission to buy by understanding what's going on in their head.

**Tactic #7 – Get paid more on each sale** . . . . . Pages 6 - 7

Selling more to the people who are buying is a great way to get out of a sales slump. Make your offers so irresistible people must say yes. You want them to realize how much they will lose if they say no. Up-sell your clients the moment they say yes and down-sell them if they say no.

**Tactic #8 – Get more leverage.** . . . . . Page 7

Instead of just trying to close the top decision makers in an organization, spell out the benefits everyone in the room will gain. Generate some buy-in momentum from all feasible levels.

**Tactic #9 – Get everyone selling** . . . . . Page 8

A down market is when sales managers really earn their pay. Distinguish yourself by managing your sales team well. Keep everyone focused on doing the right things. Think differently and then rally the troops.

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