

# SECRETS OF THE WORLD'S TOP SALES PERFORMERS

Boost Your Performance With Winning Techniques

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## Main Theme

Success in sales is different to any other profession in the world, because of the degree of freedom sales personnel have to inject their own personalities into the sales process.

The essential lesson that comes from analyzing the sales philosophies of top performers is that anyone can develop successful sales habits if they take good ideas and principles and apply them in a sales area in which they feel totally comfortable.

Sales success is the unique combination of having the right product, projecting your personality and working with a sales system that fits.

### 1. The Competitive Edge (Financial Markets)

Successful companies and sales people create a competitive advantage for themselves by making their company and their product stand out from all other competitors.

### 2. Creating Your Own Future (New Car Sales)

The key advantage of a career in sales is that the future is in your own hands, and you have total control over your own actions and prospects.

### 3. The Love of the Challenge (Life Insurance)

The challenge of a sales career is what makes the profession so interesting. Never be afraid to go after those things that are most important to you.

### 4. Sales and Production - The Twain Shall Meet (Plastics Exporter)

Sales and production departments can work together hand in hand to meet the needs of your clients, giving small companies greater flexibility.

### 5. The Classic Sell (New Vehicle Sales)

Align your presentation with the levels of human needs that motivate your buyer emotionally. Careful preparation and planning will put you in a position to be able to use this approach consistently well and successfully.

### 6. Efficiency, Fun and Profit on the Telephone (Travel Industry)

Telephone salesmanship can be developed through the right attitude and superior product knowledge.

### 7. The Team Sell (Electronic Broadcast Equipment)

Tremendous positive synergy can be developed by any company that is 100% dedicated to team selling. It simply requires the right attitude and environment within the company.

### 8. Door to Door with Pride (Vacuum Cleaners)

If you believe you have the best product on the market, you can and should approach every prospect with enthusiasm, pride and satisfaction.

### 9. Major Projects: Selling with Innovation (Process Control Systems)

When selling in a competitive environment, the most successful sales people make the prospect stop and take notice. Visualize and dramatize your product.

### 10. The Fast Track (Grocery Sales)

Persistence is a key element of any success story. Have the strength of conviction to act confidently in the face of any challenges that come along.

## 1. The Competitive Edge

### Main Idea

Successful companies create a competitive advantage for themselves - something that makes them stand out from the competition.

### Sales Profile - Jonathon Weal

Jonathon Weal came last in his Maths class at school. By the time he was 13, he read the *Financial Times* more than his school books. By age 14, he was skipping school to buy and sell antiques. He finally left school at 19 to work for a bank. He had no academic qualifications, yet by 22 he was the youngest person holding an executive position in the bank. When 29 years old, he left the bank to start his own company in the financial futures capital markets in London and Chicago.

### Supporting Ideas

1. Don't sell something you don't believe in. Find a product you know is the absolute best on the market so you can go to work whole-heartedly. Never recommend anything you wouldn't buy yourself.
2. Know your subject inside-out, and build mutual respect with your customers. Don't be afraid to admit it when you have been wrong. People only trust you if they know your up side as well as your down side.
3. Recognize and motivate high achievers. If people show a weakness in one area, it may be a lack of interest rather than a lack of ability that is holding them back. Look for ways to acknowledge superior performance in employees or associates.
4. Have an active prospect list, with systems of attack. Have a pool of people you keep in contact with regularly who aren't ready yet for your product or who deal with someone else. Everyone can be won eventually if you keep trying different angles.
5. Create a competitive edge. Provide the fastest, most impressive, extra-mile service your clients have ever seen or experienced. Give them exactly what they want - fast service, information, ideas or strategies. If they trust you on one service, you can then introduce another. But if you fail once, you're out the door. Above all, be innovative and creative. Keep the ideas flowing.
6. Keep your name in front of the customer. You can do this with newsletters, seminars or by telephone. An innovative idea Jonathon Weal developed was a daily telex or fax in which key trade recommendations are made. Day in and day out, clients and prospective clients are reminded of his company.

### Key Thoughts - Jonathon Weal

*Even if I lost it all, I'd start again. When you start out, it's all damn hard work, but you push yourself because you know you want something more than average.*

*You can do anything anyone else can do.*

*Clients know you're not infallible. When I'm wrong, I'm willing to castigate myself. Other competitors try to hide bad recommendations and that's where they go wrong. People only trust you if they know the up side and the down side.*

*It's all a game so you might as well enjoy yourself.*

## 2. Creating Your Own Future

### Main Idea

The key advantage of a career in sales is that your future is firmly in your own hands, and you have control over your own actions and future.

### Sales Profile - Janet Lim

Janet Lim commenced work at age 9 helping her mother clean airport terminals. By the time she was 14, she was working on a farm and a construction site as well as going to school. Not surprisingly, she did not stay at school long enough to earn a degree. By age 29, Janet Lim has become the top salesperson at Borneo Motors, a large Singapore Toyota dealer. She now earns more than \$80,000 per year - about five times the average earnings of college graduates.

### Supporting Ideas

1. Let yourself have a vision. To have motivation to do something, you need a clear vision of what you want to achieve. Janet Lim was motivated to achieve financially because of the rich visitors she saw while cleaning the airport terminal. Exposure to people from other countries fired a desire to achieve more with her own life.
2. Tell the truth. Tell the customer exactly what your commission is. By telling it like it is, trust is built. People don't mind paying for good service.
3. Get your customer's loyalty and ask for referral business. Janet Lim doesn't aim to sell one car - she aims for a lifetime of loyalty. Tell your customers - "*If you find my service is good, please introduce business to me.*" Whatever the customer wants, you go out of your way to accommodate them and they will keep coming back again and again. If you are loyal to your customers, you can expect their loyalty in return.
4. Respond fast to customer requests. Make yourself accessible to your clients by frequent contact. And return calls as quickly as possible rather than whenever you get around to it. This shows how important you think that person is.
5. Learn from complaints. They can help you to correct any actions on the part of your company that are stopping more success. Tackle complaints openly and constructively instead of trying to avoid them at all costs.
6. Use a positive approach. Be tuned in to the feelings of your prospects. For example, don't belittle their existing product, as they were the ones who had bought it previously. Make them feel good about exercising their judgment.

### Key Thoughts - Janet Lim

*I open my eyes to see how success works, and then copy, copy, copy.*

*My three motivators are; To like the industry, to have the curiosity to learn and to have the desire to make money.*

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