



**Easy Selling**  
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Just because the selling field is changing doesn't mean selling must be more difficult. Sales was never meant to be synonymous with hardship. Yet ensuring sales success through the coming century does require rethinking your selling technique. In our modern, increasingly hectic business world, salespeople who rely on "sales spiels" will talk themselves right out the door. Meanwhile, sales reps who focus their efforts on getting and keeping the best customers will clean up – easily. For easy selling, try these six strategies.

**Why aren't you doing business with me already?** Thinking this when you first encounter a customer or prospect builds confidence. Eventually it will be an automatic attitude – a subtle air of confidence – that your customers will perceive, and people like doing business with confident, successful people. Then silently ask yourself "How do you know I want you for a customer" to set the stage for step two.

**Ask questions!** Remember, you do not want everyone for a customer; you only want "good" customers. (Good customers make a good company – and a good commission). The only way to determine which of the many prospects you want for customers is to get them to tell you about *their* company and needs. They can't do this if you're talking. (You'll have plenty of time to tell them all about your company later.)

Prepare questions before the call that will help you get useful information and allow you to match good prospects with your company's strengths. "What do you look for in a supplier" and "What are the biggest problems you face now?" are good examples. Also, the right questions, tactfully asked, such as "How many deliveries do you require?" and "What's your company's average time frame for invoice payments?" will help you structure viable business deals for good customers and discourage frustrating habits such as late payments, small orders, last-minute deliveries, etc.

Owning this information also allows you to walk away from customers that have no business acumen. Remember to listen carefully to the answers and don't hesitate to take notes. If you can't recall the answers when you need them, why ask?

**Educate, don't sell.** Tell prospects what makes your company productive, and therefore, superior. Productive business agreements improve margins by focusing on term, order size, product mix, and delivery frequency, not mark-up!

**Don't over promise.** The days of “Yes, we can do it all!” are over. Customers don't care about the size of your warehouse, the number of trucks you have, or any of the other things that may give your company bragging rights. What they want is for you to deliver what you promise. If you cannot keep all the promises you make, you are over promising. Leave yourself room by under promising, then really impress customers by overdelivering.

**Forget commission;** think customer. If your first thought on every order or presentation is commission, you will see dollars shrink over time and much slower growth in commission dollars than your counterparts who think “customer.” Do the little things: Fix annoying balances that linger on erroneous statements; make that return the customer keeps asking about. Take care of your customers' business and your commissions will grow, especially through referrals from happy customers.

**Cut out time wasters.** Set your goals high enough and be strong enough to eliminate time-wasting customers and prospects from your list. Train customers to respect your time or fire them! Your time is too valuable to waste on people who lack the respect you need. You need the time to respond to your good customers and good targets.

Thinking like a lawyer or an accountant can help: Both track their time and charge by the minute. When you are in front of a customer or answering an “urgent” call from a client, set the clock and measure the financial return you are getting for the time invested. The customers at the bottom of your list need a boost or a boot!

Contrary to popular belief, selling does not have to be difficult. In fact, we are all programmed by nature to succeed with the least effort. If you are having trouble maintaining or growing your sales and commissions, give the steps above a try. If you are still finding sales difficult, maybe your time would be better spent elsewhere.

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For more information on Sandler Sales training and how Steve can help you to sell more effectively, please contact [Steve Lentini](#) by [email](#) or by phone at (978) 927-3399.

For more information on how the Acelera Group (<http://www.aceleragroup.com>) can help you to market your technology product or service offerings, please contact us at 617 737-7100 or at [info@aceleragroup.com](mailto:info@aceleragroup.com).