The Science of Selling

The economy has changed – your customer has changed – have you?

By modern standards – most selling isn’t. Modern selling techniques need to respond to the economy and customer attitudes of today.

Many companies rely on salespeople who are “gifted talkers” or those with charismatic personalities. So why is it that some make it and others fail – while trying to sell the same product to the same kinds of prospect? Many smaller remodelers/home improvement companies are even offended that they are referred to as salespeople.

Our years of research have led to the following statement: “Whenever an interaction between two or more parties takes place, for the purpose of establishing new ideas, exchanging goods or services or the development of a relationship, some form of selling will occur and the skills of the communicator will determine the outcome.” So – what are the skills necessary to sell today? It all boils down to understanding your prospects and what they are saying, although this is not as easy as it sounds. To understand the basics of this phenomenon, here are three simple guidelines:

(1) **Stop telling**: Are your presentations longer, void of a strong needs assessment? Are you still utilizing big drops to compensate for price objections/negotiations?

(2) **Listen and process information**: Particularly in the early stages of a presentation, as this will be perceived by the customer as a helping and caring attitude. Learning to do it properly requires a new mindset and new training.

(3) **Customer perception**: You are selling efficiently when the buyer is convinced it is his/her decision to buy. Notice that the satisfied customer often says, “I bought it from...” and seldom, “What’s-his-name sold it to me.” Remember: closing is the natural conclusion to the satisfactory completion of each step in a sound sales methodology.

There is a science to selling and it’s a lot more than glib, talkative presentations that are often too long and provide little, if any, feelings of well-being for the prospect. Like any science, you have to work at it and understand that you have certain cultural, emotional, and perceptual
blocks that may prevent you from doing/saying what is in your best interest and that of your customers. **Scientific selling is best described as “a problem-solving discussion between a salesperson and a prospect that leads toward a meeting of the minds that deepens the dependence on each other (a collaborative effect)”**.

However, don’t be misled. In order to sell more efficiently you will still need to utilize modern closing the sale techniques.

For more free information visit [www.DaveYoho.com](http://www.DaveYoho.com).