

## WELCOME to Track Training Tips No 28

10 Steps to Successful Face/Face Selling.

1. Follow the **5'P' Principal** (Proper Planning Prevents Poor Performance). Do NOT proceed to step 2 until you have spent sufficient time here!
2. Have a **range of Objectives** - you can't sell every time, and you can't win them all.
3. You will need a range of **strategies for getting past the Gatekeeper.**
4. Arrive at the meeting in **good time** and Remember .....
5. You only get **one chance to make a Great First Impression**
6. Develop the relationship – **build Empathy and Rapport**
7. Know your customer's business as well as they do – **understand their issues and problems** – only then **offer Solutions**
8. Understand a range of **Closing Techniques**
9. Plan to **overcome Objections**
10. **Part professionally** – and leave the door open for future contact.

Which is the most important?

Well, they are all important .... But without number 1 you may as well forget the rest.

Good Luck. I look forward to hearing about your success stories.

Best Regards

DaveChesters