



Small Biz Sales Coach
Make Your Passion Profitable

7 SECRETS TO SALES SUCCESS FOR NON-SALES PROFESSIONALS

**Selling Smarter NOT Harder to
Grow Your Business FAST!**

By Patti Pokorchak, MBA
(the most unlikely million \$\$ sales star)



Secret #1 Selling is a Process – it’s a Marathon not a Sprint!	3
Secret #2 – It’s Just a Conversation!	4
Secret #3 – Be Curious. Ask questions	4
Secret #4 - Big Ears & Small Mouth	5
Secret #5- Be Caring	6
Secret #6 – Know Your Value	7
Secret #7 – Be Persistent!	7

Secret #1 Selling is a Process

– it's a Marathon not a Sprint!

Like eating an elephant or a trip of 1,000 miles – it all begins with a teeny tiny bite or one step. Many entrepreneurs go straight for the jugular and ‘the close’.

Sales do not work that way except by intimidation and you're not that kind of sales person, are you? That kind of sales is most often associated with the dreaded used car sales guy persona or timeshare high-pressure tactics, which is NOT to be emulated.



When was the last time you bought without knowing full well what you're getting into? Do you like being pressured into something?

No, I didn't think so, so do not that in your eagerness to close a deal. Do not ever feel that pressure, as it will make prospects go screaming away from you as fast as they can. They can sense your desperation, so that's why you have to be relaxed in order to sell.

To succeed at sales is simple. Find a prospect that wants or needs your product or service, ask them the right questions to establish their need and then demonstrate your value and how you solve their pain.

Simple, right? Easy no. First you have to define who your ideal target market is. What do they look like, where do they hang out, what are their demographics – income, age, profession.

The narrower you can define your market, the easier it is to tailor your message to that audience's pain point. Find their pain and make it go away.

Secret #2 – It's Just a Conversation!

Your #1 Priority is to get your potential client to relax which means YOU have to be relaxed. Remember as much as you might be afraid of selling, they afraid of being sold TO. That's an even bigger fear than yours.

Pretend you're talking to your newest best friend about their problems and challenges. Doesn't that take away most of the tension? Instead of going into a tense 'sales call' mode where the purpose is to sell something, you're there to ask questions and listen. You can't sell something until you know if that person has the kind of pain you are the reliever for.

By treating this like an everyday conversation you'd have with friends and acquaintances, you should be able to relax and start enjoying the conversation flow.

You are there to help them achieve their goals and dreams, not fulfill yours. That's a by-product of a successful sales

conversation. You first have to see if there is a want or need, then convince them that you are the one to solve that pain, and then charge enough that you make a decent living from being of service.

Remember: Being in sales means being of service to others!

Secret #3 – Be Curious. Ask Questions!

To find out if you can provide them with something of value, you first must explore what they need. Where is their pain? How does what you provide alleviate their pain? Do you have a list of qualifying questions that will show you and them that you're on the right track? No use trying to solve a pain that they don't feel that they have. Your products or services and their priorities have to match or else there is no sale.

The only way to do that is to ask relevant questions, guiding them gently along a path where your offering is a viable solution for them. Sometimes people don't really know what their problem is, especially if you're a leading edge company and you have to first educate your prospective client before they know that a better way exists.

I used to sell industrial handheld computers with bar code systems to track inventory and assets (how boring could that have been but it wasn't). My competition was the summer student and a stack of paper, pencil and clipboard. From really low tech to advanced technology that most people had only seen in the grocery stores until then.

So I had to first educate people on what was possible and how it fit into their situation. The only way to do that – was to find out what their situation was like – asking questions, and then thinking what was the best possible and shortest response to answer them properly.

I get asked all the time “How do I close easier?” It's by asking the right questions up front. The close should be natural and easy IF you've guided your prospect down the way to the end where they ask you “So how do you work? How would we work together? How would you help me?”

Secret #4 - Big Ears & Small Mouth

Use them in that ratio. Think of the elephant again. They have big ears to actively listen well and small mouths to only say that which is MOST important to that prospect.



Let's assume that you have the top 10 benefits of why your product/service is so great. But only two benefits are of interest to your prospect.

DO NOT BORE THEM by telling them about the other 8. They don't care. It's like the maraschino cherry that no one eats. Looks nice but that's NOT why you ordered the hot fudge sundae is it?

Sales is all about asking the right questions, and then thinking about how to respond best for them. There is NEVER a cookie-cutter approach to a sale – it's always personalized totally to that one client. Scripts do not work once you get past the opening stage, as you cannot anticipate all possible answers. That's why Improv training will help you with your sales presentations, as it develops that brain muscle that does not get used frequently. You need to be able to think quickly on your feet to respond.

But also, take time to compose your answer – silence is good, that means you listened and are processing a personal answer which is well worth your prospect waiting for.

Secret #5- – Be Caring

Zig Ziglar the ultimate motivational sales guru said it best “You can have everything in life that you want, if you will just help enough other people get what they want.”

People buy from people they know, like and trust, the last two being the most important part of this equation. The first thing a prospect buys is you. They buy your enthusiasm and passion for what you sell. If you’re not enthusiastic about your product, then why should they be?

Secondly, they want to know how much you care about their success, not just yours. People will pick up if you’re only in it for the money and don’t care about them. That’s why used-car sales guys have such a poor reputation. They just want to get rid of that junker car at the highest price to some poor sucker.

How do you become someone that they like?

By demonstrating that you’re interested in them as a person, not just as your next buyer. Establish the beginnings of a personal relationship. Find out their family situation, kids, older parents, pets, hobbies, last vacation, dream vacation... it’s not all just about business. People still buy from people.

Be cognizant of their time. If they seemed stressed out and too busy, don’t dawdle with the small talk. Adapt to their body language and facial expressions. Note if you’re boring them or amusing them. People love to talk about themselves and their issues, so make sure you’re asking the right questions and always ask “Can you tell more about that?” as a way to get them to open up and tell you the real reason they’re looking to hire someone like you?

How do you become trustworthy?

By showing that you care about them more than you care about your next sale. By talking about your other clients who are similar to your prospect

and what you've done for them. Talk about outcomes and results using fact-based numbers when possible.

In my case, one of my clients negotiated a contract that was 50% longer and \$20,000 MORE than her average contracts before being coached by me.

Secret #6 – Know Your Value

You must **be really confident in and know the value** that you bring to your prospects. You might need to write up a list of your accomplishments that have led to you doing what you do today. You get paid for your experience - the good, the bad and the ugly - as hopefully you'll save your clients from making the same mistakes that you have made.

Know what you do and the value you bring better than the back of your hand. Know your benefits, not just your features as people buy benefits and value not your features. They don't care how you do it as long as you do it for them.

Secret #7 – Be Persistent and Disciplined!

You don't go from meeting someone to asking them for the order. That's not the way most sales works. If you have not had much sales

Do not forget to ask for the order!

You can do it in a non-threatening way - like 'how does this sound?' then **DO NOT SPEAK** until after the prospect has answered that question first.

Never give up on a prospect UNTIL they say stop. Studies have proven that it can take 5-8+ contact attempts in order to get through these days, so giving up after 3 tries, makes you just average. And you don't want to be average do you?



Another part of persistence is to practice, practice and practice on more and more prospects until the fear is gone and you're a season professional at what you do. Malcolm Gladwell said it took 10,000 hours to become an



expert in something. If the average sales call is about an hour, which means 10,000 sales calls.

I beg to disagree with him here. It's a lot closer to hundreds rather than thousands of sales calls. But if you add in the hours of reading and learning about sales, asking questions of your bosses or colleagues or fellow entrepreneurs, then those hours do start adding up. Then if you add in the hours of preparation for sales demonstrations and presentations, yeah, he could be right.

In summary, unlike most other professions, like engineering or medicine, there is no barrier to entry in sales and marketing. Therefore, many people who speak, think that they can sell and that is not true!

There is a considerable amount to learn to become skillful at sales. It's a skill that everyone is quite capable of learning, once they get over their mindset that sales is sleazy. It's actually a noble profession when done with skill and caring.

As Daniel Pink wrote in "To Sell is Human" we are all in sales – all the time. You just don't see it that way. But persuading others, like your partner, your kids, your business colleagues, - that's all sales.

About Patti Pokorchak, MBA

She is an award winning marketing and sales executive, with 30+ years of experience at IBM, Siemens, and many startup companies. Self-employed since 1992, she helped start and run a 7-figure software company for 10 years, before opening a thriving garden centre and destination hobby farm.

Patti was not a born salesperson - she was a trained programmer, after dropping her quest to be an accountant - all great geeky careers. While at IBM, even after a grueling two-week residential sales course, she was still a nervous shy introverted sales person.



Patti eventually overcame her shyness and loves to sell and has deconstructed her sales strategies to help other entrepreneurs and small businesses sell more effectively, with more skill and confidence.

Her company - **Small Biz Sales Coach** targets non-sales professionals and entrepreneurs with little or no sales training. That is where her background and experience offers the most value to others. Entrepreneurs by nature are stubborn and independent and the standard Sales 101 courses out there are too slow and do not meet their needs.

For your free no obligation sales hurdle call

to see where you're stuck and for ideas on how to

grow your business faster and more profitably,

contact Patti at 416-951-3842 or Patti@SmallBizSalesCoach.ca