

“THE ABC’S OF SELLING”

If you’re feeling intimidated by the whole “face-to-face selling” idea, don’t be. Books and training materials on the topic of sales and “closing” techniques complicate the process unnecessarily. The result is that selling takes on a mystical quality that further intimidates those that the books seek to encourage.

Let me put face-to-face selling in a nutshell and in a manner that will simplify things and make you more comfortable. Ask questions that allow you to better understand the prospect's buying decision, builds trust and rapport, and demonstrates your knowledge of the market, your product, and the issues at hand. Be yourself. Do so in a conversational, relaxed manner rather than in an interrogational one.

In my career, I’ve conducted sales calls with Vice-Presidents of major oil companies in plush offices in Manhattan, and I’ve called on maintenance mechanics at small scrap yards in remote neighborhoods of metropolitan Philadelphia. I can tell you that this is the essence of what I’ve learned and what is applicable in any sales environment.

If you’re feeling overwhelmed, intimidated, or discouraged by face-to-face selling, remember your ABC’s:

- **A**sk revealing questions
- **B**e yourself
- **C**onversational, relaxed tone

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This article is an adapted excerpt from *Selling the Fuzzy Widget: Secrets of Selling Professional Services* by Craig Cortello. Craig is the President and founder of Fuzzy Widget Sales Solutions, a sales consulting and training firm dedicated to serving professional service industries. He is also the National Sales Manager of Trinity Consultants, a nationwide environmental consulting firm, an author, an entrepreneur, a Rotarian, a husband & father, and an accomplished musician.



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