

## Brilliant Selling - Synopsis

### What is in the book and how should I use it?

There are six sections, each with key specific chapters focused on different elements of selling:

#### **1. You**

This is about you as an individual and how your personality, beliefs, values and habits impact on your sales performance. It will help you identify where to focus your efforts to improve performance.

- The personality of a salesperson
- How beliefs and values impact sales success
- Performance and selling
- Continually improve through self-coaching

#### **2. Process & Planning**

It may not be why you enjoy sales but the sales process and your own planning can be critical to consistency and improved performance. We give you the key priorities.

- The sales process as a tool for improvement
- Making the most of your time
- Planning for success
- Setting the right goals
- Managing sales information

#### **3. Your power to influence**

How do you build credible relationships where you can influence, communicate and negotiate with confidence? What are the core skills you need and how do you develop them?

- Credibility and rapport – the foundations of effective influencing
- Managing your state – being confident whenever you want
- Asking the right questions
- Listening and learning
- Negotiating collaboratively

#### **4. Understanding buyers and prospects**

The inside track on identifying the motivations of buyers and prospects, getting the appointment and what to do in the first meeting.

- How do you sell?
- The modern buyer
- Prospecting with purpose
- Initial meeting(s) with prospects
- Identifying what the prospect wants and needs

#### **5. Presenting solutions**

Focuses on how to get the sales result that you want from a compelling sales proposal and a persuasive sales presentation. The chapter will also demonstrate how to meet objections and gain agreement.

- Appealing to the customer
- Writing great sales proposals
- Preparing winning pitches
- Persuasive delivery
- Making the most of objections
- Closing and commitment

#### **6. Developing customers**

Once you have the sale, how do you manage the customer to develop the relationship and sell more to them?

# brilliant selling

What the best salespeople know, say and do

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- The value of a customer
- Managing the 'relationship'
- Your priorities in managing customers

## Summary

- Your brilliant future

Not everyone wants to read a book from start to finish. You may have some specific questions that relate to one of the main sections of the book. Therefore, you can read any section that you want in whatever order that you want. Simply 'dip in and out' of the book as defined by your needs and interests. We have, however, structured the sections in a logical order should you want to start at the front!