



# Spring Sales Success

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### Profession or Trade?

-Sales is not a 4-letter word!  
...but Fear is.

### I Object, Your Honor!

- Why objections happen,  
and what do to about it.

## SALES NUMBERS

### JUST NUMB?

SIDEHILL NOW OFFERS LOCAL  
PROGRAMS FOR PEOPLE WHO  
HATE TO SELL, BUT HAVE TO.

CAN YOU INVEST JUST 2  
HOURS A MONTH TO INSURE  
YOUR LONG TERM SUCCESS?  
CAN YOU AFFORD NOT TO?

YOU DON'T HAVE TO BE A  
"GOOD SALESPERSON" IN  
ORDER TO BE GREAT AT THE  
PART OF YOUR JOB THAT  
REQUIRES SELLING! MAY WE  
SHOW YOU HOW?

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obligation review and  
action plan!

## I'm Not A Salesperson, But...

Ever wonder why it is that you can earn a Bachelor's Degree in Marketing, Finance, or Human Resources, and not in Sales. It's true – there really is no B.S. in Sales! I had a recent conversation with a professor at Dartmouth's Tuck School of Business – one of the nations' oldest and best MBA programs - who mentioned that academia still considers sales a 'Trade' rather than a 'Profession' which made us both ponder the question: How effective can business leadership be without sales skills? Is it because effective selling requires use of *both* scientific and artistic concepts, and so is misunderstood by both disciplines?



The truth is that Sales has a longer history than any other business profession – in fact, ***Sales is the Oldest Profession!*** From the earliest times when humans began to have surplus goods or services, it is the act of selling that facilitated the transfer of that surplus. The act of selling has evolved significantly over the millennia to incorporate the science of human-to-human interaction as well as skill sets necessary to perform consistently with integrity and respect – as (not like) any true Profession.

***So why do otherwise solid, forward thinking, successful professionals break out in a cold sweat at the mere thought of having to 'sell' something? It all comes down to one small but very powerful word. NO.***

### **Feel The Fear, ...And Do It Anyway.**

That's the title of a book by Susan Jeffers, Ph.D. Highly recommended by more people than we can list here. Check it out. It is not normal for humans to like being rejected, and 'NO' is rejection! When you pour your heart, soul, time and finances into an idea, product, or service you love, the last thing you want to hear from people who should also love it is "I'm not interested" "We don't need that", "We already have something that does that", or worse "We tried that and it doesn't work". No. Rejection. Angst. Fear.

So why the Fear?

Rejection isn't normal. "Sales" can be defined as the human interactions that lead to an exchange of goods, services, or ideas. No one needs everything all of the time, so at most points in time, most people do not need what you have to sell. It is always much more likely hear 'No', than 'Yes' when selling. Being rejected most of the time isn't a 'social norm' in any culture, so most people want to avoid being seen that way – you might hear things like "Why would anyone willingly subject themselves to that all the time?" or "Aren't there more respectable ways to earn a living?"



Take that natural fear, lay on some thick historical and recent negative stereotypes (terms like 'Snake Oil', 'Door-to-Door', 'Used Car', "Telemarketer",

Success in selling is not a game of chance. People who sell successfully are not born, they are created. They share common competencies, beliefs, and attitudes. They follow a specific process, take their professions seriously and continuously practice in order to improve their mindset, behaviors, and results. And they succeed consistently.

-Sidehill Principle of Successful Selling

I should have no objection to go over the same life from its beginning to the end: requesting only the advantage authors have, of correcting in a second edition the faults of the first.

-Benjamin Franklin

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'Investment Banker') and there you have it  
- "I'm not a salesperson, but..."

Is it possible to sell without the fear?

Can you be successful at selling without people - including yourself - considering you a 'salesperson'? **Absolutely!**

We're providing the Training and Development Workshop for the [Greater Keene Chamber of Commerce](#) this coming June 4<sup>th</sup> on this topic. Come check it out, or give us a call if you can't wait or can't make it.

No B.S. necessary and the solution is easier than selling ice to an Eskimo!

## I Object, Your Honor!!!

Speaking of uncomfortable sales situations...

Anyone who has to sell will often receive rejection without actually hearing the word 'no'. In sales lingo, that's an 'objection'.

To the untrained ear, most objections sound like refusals. However, most objections are simply disguised admissions to lack of information. For example:

- "I already have one" does not mean "I do not want any more, ever"
- "We already tried something like that and it doesn't work" does not mean "I already tried *your* \_\_\_\_, and hated every second of it"
- "My current laptop is running fine" does not mean "I will never need to do anything more than I can do today".



Objections are insight into the gap between what the potential buyer does not know and what you have to offer. As soon as you hear something that sounds like an objection **stop** whatever your mind is doing and listen - very carefully - to what is being said. What you say next can mean the difference between a satisfied new customer, and a solid 'No'.

Understanding where that gap in information occurred is key for overcoming the objection. If you can classify the objection type, it is much easier to help the potential client improve their understanding. Typical objection types include:

- Need - includes want, desire, pain, and other personal motivators
- Price - includes budget, value, ROI, and other financial motivators
- Product - includes size, style, service, and other performance motivators
- Time - includes readiness and ability to buy and scheduling motivators
- Source - includes quality, service, you, and other credibility motivators

Once you know where the objection is coming from, address the 'gap' by uncovering what it is that they don't know. For example, if the question is "How much is it?" you have a price objection baring its teeth and preparing to bite. Since a price objection tells you they are unclear of the value you are offering, the next thing you say should rarely - if ever - include a dollar sign and that is 10x more important if you don't want to be "nobody beats our prices" leader in town!

Instead, ask a question to qualify their true need and understanding of the total value you have to offer: "Great question Bill - and I want to make sure I answer that correctly for you - there's a couple of ways we could configure this (laptop,

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construction project, training program, parts shipment, picture frame, southwestern burrito combo, stamp collection, side of beef – whatever...) for you that could impact the price – are you interested in (a laptop that does everything you'll need for the next 5 years, or just the minimum for what you're doing today)? Great, so let me make sure I understand, what you need is (summarize THEIR requirements) correct? Is that all?"

What you're working on here is acknowledging back to them that a gap in information exists. That tells the client you're paying attention to their needs not just your quota – and you are avoiding the NEXT objection on price that would otherwise surely come next in the form of: "That's too much", or "...out of my budget" or "I think I can get it cheaper somewhere else."

It's up to you to take the information gap off the table --- and knowing what it is makes that a whole lot easier and comfortable for you both to close the deal. Your client gets what they needed and is happier getting it, and Your Honor stays intact.

## Objection Overruled!

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