

The funny thing about sales is that it looks so simple when you watch the successful salespeople.

I remember when I first started out selling, I used to watch the veterans, the guys and girls that had been in the business for ages; they looked so relaxed and confident. I dreamed of being like them.

Why can’t I do that? I used to ask; it looks so easy.

The truth was when I started, it was not easy, but I learned over time that there is a secret way of selling.

A lot of it is in my book, but an underground structure holds every sale together.

If you think about it, there are secrets everywhere; the person that can turn a piece of

furniture over time into a beautiful product has a secret.

We see those how-to videos where a master artisan will take an old clock with patience and experience and turn it back to its original look as if it's brand new. They have a secret.

The masters know little secrets that they have learned over time, making the clockwork and furniture look extraordinary—masters at work.

In sales, it's the same; it isn't just the product; it's the hidden structure.

It's how you lead your client through the product benefits and get them excited about your product or service.

What I want to teach here is a secret to a sale. I have adapted this structure from some of my copywriting experience and lessons I have learnt in my marketing days.

These principles apply to selling a product face-to-face or online.

Now, let's build a sales principle or two.

Remember back in the other articles we wrote about the secret to selling, and finding out who your customer is?

I want to use some of those tips to sell a real-life product.

Let's say you are selling bicycles.

Specifically electric bikes.

First of all, you have to know exactly who you are selling to.

You are not selling to all people that ride a bike.

You are selling to people who want to ride an electric bike.

Does that mean you yell at the top of your voice, “Who wants to buy an electric bike?”

Of course not.

You have to hook the prospect with an idea to bring them to you, a magic button to activate a feeling.

You then create images in their mind about the desire they are after.

Here is another secret, too many salespeople get caught up in the bike and its features.

What you want to do is sell the benefits of the bike.

The emotional desire for your prospect to see themselves riding that bike, freedom of the road, easy to navigate the rugged hills and relax on the flat, wind in their hair.

Going places they would love to have gone in the neighborhood, that having an electric bike will give them.

How do you create that desire?

It’s harder to sell – we will explore that in the next article coming up next week.

Until then,
Happy biking.

PLUS: WHENEVER YOU’RE READY…

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Try the new ‘7 Days to Sales Success’ framework.Make more sales in 7 days. The framework

of everything you need to get started in making more sales in your business. The Sales Success Framework is based on a simple 7-day challenge. Click here to find out how you can grow your business by making more sales.

Join our private Facebook group – The Sales Mindset Inner Circle. Get all the latest up to date sales ideas.Every week we do Facebook Live updates on all things sales. Tips, ideas, free coaching, and much more. Join me by clicking here

Work with me one-on-one.If you're a business owner, small or large or in the professional services you might just be a few strategies, tactics and tools away from doubling your lead flow, revenue and impact. Jump on a FREE 15-minute brainstorm call with me by clicking here.

Good Selling