

# HOW TO MASTER THE ART OF SUPER SALESMANSHIP

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## HOW TO MASTER THE ART OF SUPER SALESMANSHIP

Mastering the "art of selling" is simply knowing how to present whatever it is that you're selling, to the buyer in such a manner that he feels buying it from you will solve his problems or fulfill his dreams.

Anybody can sell anything to anybody. The thing is, some things are harder to sell than others and require different kinds of presentations. Finally, you've got to realize that unless you make your "sales calls", you won't make any sales, and the more sales calls you make, the more sales you're going to sell.

Selling by mail is really no different than selling in person, face to face with your prospect. Really, it's just a way of making sales calls more efficiently and economically. Thus you've got to have your sales presentation on paper, and present it to your prospect just as if you were standing at his front door. You've got to get his attention - you've got to appeal to his interests - you've got to make him understand how his purchase of your product will benefit him - and finally, you've got to close the sale by causing him to reach into his wallet for money or to write out a check for whatever it is you're selling.

Remember, in essence, even though you're calling on your prospective buyers by mail, it's the same as if you were knocking on his front door. Thus it's very important that your material look its best. Make your sales piece - form the outside in - look professional and successful. Everyone knows that the opening encounter with the prospect affects the success of the presentation and whether or not a sale is ultimately closed.

Once he's got the envelope opened and is looking at your presentation, you've got to carry over that image of professionalism and success - make him feel comfortable - be friendly and believable. Stimulate his interest in whatever you're selling by appealing to one of his basic wants, needs or problems with a solution. Don't waste his time with a long and/or complicated dissertation.

Make your sales presentation flow - anticipate his objections - and logically answer - them within your presentation. Explain the benefits to be derived from ownership of your product or service, and then whenever possible, let him see or read of proof or testimonials from people who have already bought from you.

The most important thing you want to do is to create within your fulfillment he'll have as a result of buying from you. Stimulate his imagination, and explain to him how he can use whatever you're selling to his advantage.

Finally, and most importantly, make it as simple and as easy as possible for your prospect to buy from you. Don't force him to read a long, drawn out sales agreement or contract. Just make your presentation, explain how purchasing from you will solve his problems or fulfill his dreams, paint a word picture that allows him to see himself with your product and his problems solved or his dreams fulfilled, and then give him a simple coupon to fill out and send in along with his cash, check or money order.

The order agreement or simple coupon should close the sale for you - that is, if you've written your presentation properly and he sees what you're selling as an answer to one of his wants, needs or problems - it'll say: YES! I WANT WHAT YOU'RE SELLING! HERE'S MY MONEY - SO PLEASE RUSH IT TO ME!

Too many sales presentations begin with some sort of story about the seller - Hello there, I'm writing to you from the beautiful beaches of Waikiki; or after a hundred years of research I've found the fountain of youth; even some such tripe as dear friend - you may not know me but I'm now a millionaire...

When you knock on that door - when you put your sales presentation on paper - when you're trying to sell something by mail - appeal to the basic wants, needs or problems of your prospect. He or she wants only to satisfy his or her problems - not read about who or where you are or what you've done - just ask them if they'd like to know how to make their tires on their car last 10 years or more - if so, let me explain - if not, then you can throw this letter away now because I don't want to waste your time...

Above all else, remember that people's wants, needs and problems are changing constantly - and that people are learning all the time - meaning that you must constantly be up-to-date with what you're selling, and improving your sales presentation.