



UNLEASH TODAY'S WAY ON MAKING SALES

Breaking the status quo!

22/04/2024

SALES IS NOT MARKETTING

ALTHOUGH THESE 2 MIGHT GO HAND IN HAND

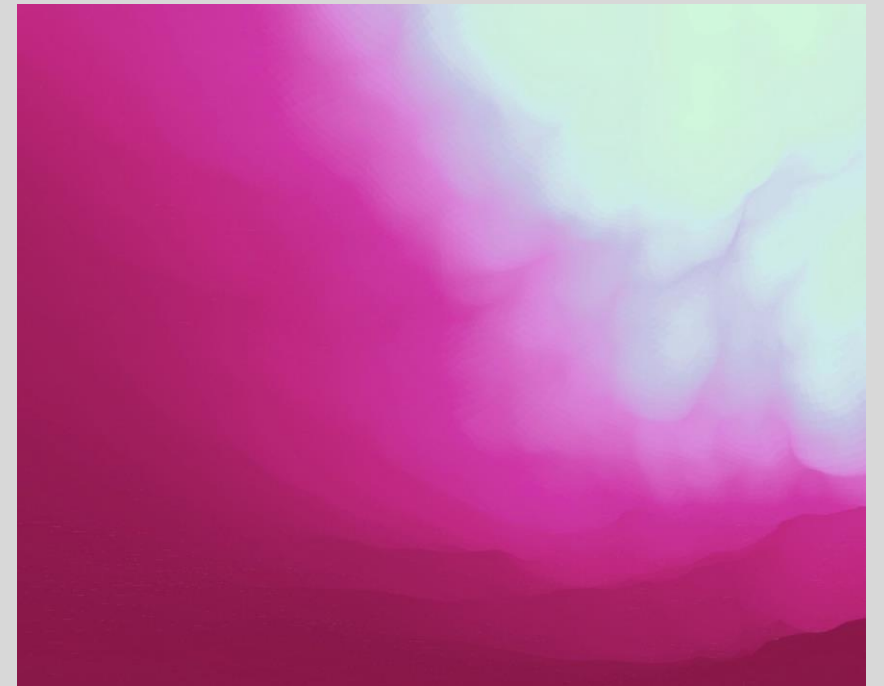
THE TRUTH IN SALES



- **NOTHING IN BUSINESS MAKES SENSE EXCEPT HUMAN BEHAVIOR**
- **THE QUICKER WE FAIL THE FASTER WE SUCCEED**
- **SALES ARE BEING GENERATED THROUGH HABIT & SOCIAL COPYING**

HABITS-SOCIAL COPYING

- **SALES IS THE ACTUAL ACT OF GETTING THE MONEY OUT OF SOMEONE ELSE'S BANK ACCOUNT & INTO YOURS!**



What is sales



UNDERSTANDING OUR
PRODUCT/SERVICES



HAVING A CLEAR IDEA ON
WHO WE ARE SELLING TO



START BY BEING READY
TO DEAL WITH OBJECTIONS



DO WE SELL A PRODUCT / DO WE SELL
A CHANGE THAT OUR CUSTOMERS WILL
BE EAGER TO BUY OR SCARED TO TRUST.



TALKING DOESN'T DO THE WORK BUT
THE TRUST WE BUILD WITH CUSTOMERS
DOES

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What are sales

Set your reasons why...

Differentiate between
FEATURES - BENEFITS

The Difference Between Features and Benefits

Features	Benefits
High quality	Lasts longer so it doesn't need to be replaced often
Fast shipping	Delivered within the desired timeline
Easy-to-use	Little to no training needed to get started
Leading brand	Trusted by other smart customers over other brands

**DOES YOUR
PRODUCT
ANSWER THE
CALL ?**

WHAT'S IN IT FOR ME ?

YOU ARE NOT SELLING
UNLESS YOU PERSUADE

IDENTIFY THE FEATURES &
TURN THEM INTO BENEFITS

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BECOME RESILIENT TO OBJECTIONS

DOUBT / MISUNDERSTANDINGS/REJECTION



The point is to believe in your product and stand by the benefits it provides



Be ready to give the solution by asking questions to understand the doubt, the worry and the objection of the customer



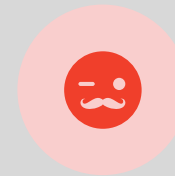
DO NOT SELL CHEAP/ DO NOT TRY TO REDUCE THE PRICE AND NEVER ACT IN A WAY THAT WILL CREATE THE SLIGHTEST SUSPICION THAT YOU DO NOT VALUE YOUR PRODUCT



ACTIVE LISTENING IS ONE OF THE BEST WAYS TO PROVE THAT YOU ARE HERE TO STAY, SERVE AND ASSIST



HONESTY IS THE BEST POLICY- It is one of the tools that will help you create the trust that is needed.



YOU CANNOT EVER LET YOURSELF SEEM DESPERATE NO MATTER HOW MUCH YOU NEED THAT SALE,

SALES IS A NON-STOP EFFORT

- KEEP UP WITH CUSTOMERS IN AN EFFECTIVE AND CONTINUOUS WAY
- GENERATE A SCHEDULE OF HEALTHY COMMUNICATION TO KEEP UP WITH THE CONNECTION
- ALWAYS MAKE SURE YOU COMMUNICATE AFTER A PROBLEM HAS BEEN SOLVED



THE KEY IS....



- **AUTHENTICITY**
- **CREATE TRUST
THROUGH
ACTIONS**

GET TO KNOW YOUR CUSTOMER'S NEEDS

IT IS VITALLY
IMPRORTANT TO KEEP
RECORDS SO THAT YOU
CAN UNDERSTAND
EACH CUSTOMER'S
NEEDS

UNDERSTANDING
CUSTOMER'S BEHAVIOR
CAN LET YOU INCREASE
SALES IF YOU ARE ABLE
TO KEEP UP WITH THEIR
DEMADS

- Results oriented
- Firm
- Forceful
- Strong-willed

D

- Outgoing
- Enthusiastic
- Optimistic
- Lively

I

- Analytical
- Reserved
- Systematical
- Precise

C

- Even-tempered
- Accommodating
- Patient
- Tactful

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THE NEW TREND

COLD CALLS

- SHORT TERM & LONG-TERM FORECASTING
- UPGRADE EXISTING CUSTOMERS AND GIVE NEW CUSTOMERS THE CHANCE TO TRY THE PRODUCT AT A LOWER PRICE
 - Basic, Standard, or Premium
 - Good, Better, Best
 - Silver, Gold, Platinum

CREATE A STRATEGY

SALES IS A NON-STOPPABLE JOURNEY

EXPANDING THE VISION

GENERATE CONSTANTLY IDEAS TO KEEP YOUR CUSTOMERS LOYAL

THANK YOU FOR YOUR TIME

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