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Win On Sale

A New Perception Of Sale And Its 22 Basic Principles

Or

A Guide For The Modern Seller

Christos Stilianidis

Visit author page at

www.win-on-sale.com

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The present book is dedicated to all those who believe they can be successful and are persistent in achieving that goal.

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Introduction

About four years ago, one of the students in the Faculty of Business Administration of the University of my city asked me to give her an interview concerning sales for a project that she was conducting during that time period. During the interview, I was asked many questions as far as selling ways that I used, the way of presenting and sampling products as well as the way I dealt with my clients' objections.

I was really surprised by the attention she paid to “persuasion” and to the way we could reach the final result through the use of persuasion. It was the moment when I realized the following: theory regarding sales has left behind in comparison with reality. We no more need persuasion in order to sell.

We do not need to “deal with” or “manage” a single objection expressed by our clients. In today's modern consuming society, things have completely changed. Selling is a procedure conducted on its own. The seller has no longer the need to persuade as it was in the past. The modern seller is the person who facilitates consumer to do the thing that loves the most: to buy.

Hence, the first chapter includes this new perception concerning sales while the second chapter contains all modern techniques based on this perception as well as how these techniques can be adapted to each one of us. Finally, in chapter three we will learn about the 22 Basic Principles regarding sales with the application of which we will be transformed from simple people working on sales to Professional Sellers.

Chapter One

A New Perception of Sale

Capacity Throughout a Day

Every region - such as a quarter, a city, a prefecture, a state etc - as far as external sales are concerned, has its own “capacity”, just like the number of people that get into a shop or a department store every day - regarding internal sales - is characterized by certain “capacity”, based on the store’s size. What does this mean? It means that there is a number of potential clients living in this particular area or concerning the total of people who enter the store and feel ready to buy something.

There are two main basic rules regarding sales. The first - empirical - rule states that: “three out of ten potential clients decide to buy”. Even though it seems to be unbelievable, this rule is valid and it is confirmed on a daily basis. As we stated above, capacity characterizing a region or a total of persons that will enter a store is reflected in this particular rule. What does this practically mean? It refers to the three following:

1. A sale achievement is an issue of statistics. On average, three out of ten people that we will meet at our store will decide to buy. It further means that in any case, there will be sales on a daily basis. We simply do not know who these three

out of ten potential clients will eventually decide to buy something.

2. We already know in advance that we are not interested in making sales to all potential clients that we will see in a day! We focus on selling to those people belonging to the region's "capacity" or to the "capacity" of those people that are about to enter our store this particular day.
3. Hence, every day we aim at getting in contact with as many clients as possible in order to explore every day's "capacity" and achieve more sales.

The second fundamental rule regarding sales, which in fact supports and completes the first one, is Pareto's principle - or the rule of 80/20 - according to which: 80% of sales come from 20% of people we will see. In fact, this particular principle confirms the first rule since it supports that most of our sales will derive from 20% (on average) of the total number of persons that we will meet in a day.

According to those two rules as well as to all the above mentioned, we realize that the main issue for all of us who work or will work on sales is not whether we achieve sales on a daily basis - according to those rules stated above, we will achieve sales in any case - but how

we will eventually find out who are those clients that belong to that day's capacity so as to increase our sales.

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