

# THE 7 KEYS TO HIGHLY EFFECTIVE SELLING

Access Powerful  
Secrets to Sell Just  
About Anything



**Jeremiah Wilson**  
President & Founder of ContactPoint



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## Introduction

Just about all of us know someone who is great at selling. Heck, that great salesman may even be you! But more often than not, it may not be someone who “sells” for a living. It could be your favorite waiter, local banker, church pastor or even your mother-in-law. As a matter of fact, everyone “sells” at one time or another. When you asked someone out on a date, you were selling. When you got your teacher to bump that “B” to an “A”, you were selling. Selling is the process of influencing someone to exchange something they value (money for instance) for something you have of equal or greater value. And everyone does it. Some people just seem to have a knack for getting people to buy what they are selling more easily than others. Have you ever wondered why they have the magic touch?

In this eBook I want to help you to unlock the secrets to powerful salesmanship WITHOUT having to become a “salesman”. Why is that important? Competition is tougher than ever. Customers are smarter than ever. The opportunity for creating a successful business is higher than ever! Believe it or not, when your customers come through your door or call you on the phone they want to buy something from you. That’s right they want to buy from you! Not just sometimes or once in a while, always! Your job is to match their needs with what you are offering and help them make the right decision to exchange something they value for something of equal or greater value that you are offering them.

Before getting into the 7 Keys to Highly Effective Selling, I want to re-emphasize something VERY important. Everyone sells! That’s right not just you or your salespeople. Any of your employees who interact with a customer in ANY way is involved in sales. Did that just make you nervous? Well don’t worry about it. Once we’re done walking you through these time-tested skills, you’ll understand that anyone in your company can become great at selling. As a matter of fact I challenge you to pick someone in your business who you think is the worst person at selling EVER and go through this guide with them. Encourage them to really understand these keys because it will not only help them in their life, it will make your business more successful. If that person is coachable, you will watch them blossom with confidence and poise as they begin to feel empowered and successful. You will master these techniques because we all learn better when we have to teach something. These keys have been proven over and over again to not only be keys to communicating effectively, but they are also going to ensure that you and your employees close business and drive sales. So without further delay, here they are:

1. Attitude is Everything.
2. Take the Lead.
3. Ask the Right Questions and Listen Actively.
4. Discover the Real Motivation.
5. Personalize Where Possible.
6. Check Their Temperature.
7. Get a Commitment.



Utilizing these 7 keys during a customer interaction will ensure that your employees take a consultative approach to earning business, instilling confidence in you and your business and keeping your customers happy all the way through their experience.

I will cover how to gain information from your customers and clients in a way that will help to assist you in making the sale for your business.

Additionally I will teach you how to

build the relationship with your clientele in a way that is sure to bring you more business in the future. I have been successful teaching principles to businesses worldwide following these few steps and refining the approach to selling.





## Attitude Is Everything.

One of the principles to a successful customer interaction is to build a relationship/rapport with the client or customer.

*“It’s not so much what you say, but how you say it that counts.”*  
 – American Psychological Association – Research Report

Believe it or not, what you are feeling inside is often unconsciously revealed on the outside through the tone of your voice. Try this exercise: Think about something that makes you unhappy. Okay, now that you are thoroughly in a bad mood say out loud “How can I help you?” Notice the tone and the energy of your voice. Is it welcoming and inviting? Now let’s try it another way. Think of something that makes you VERY happy and repeat the same phrase. Notice the huge difference in sound and energy? Especially over the phone, the tone of your voice is the biggest indicator to the person listening. Learning to reflect a positive attitude; is the mindset of a “closer”. When your tone is friendly and reassuring, it is hard to think negatively about the experience. You begin with the intent to close this sale and provide the service necessary to make it happen.

An effective way to ensure a positive tone is to actually smile while you are talking. Make a smile come through the phone or smile while you speak. Don’t only wear that smile but speak in a way that the person listening can “see” your smile. Always consider the alternative perspective. If you were the one listening, would this sound pleasant? Would YOU want to interact with YOU?

Another way to facilitate a positive attitude over the phone is to make sure you are well prepared. If you are flustered and disorganized, this will not help your quest to provide the customer with optimum service. Also, maintain good flow in the conversation and avoid speaking over the customer. Make notes before your call to stay organized and do any additional research before picking up the phone. This level of control conveys confidence in your ability to serve them.

These same principles apply for face-to-face interactions. You don’t have to be a good actor to provide excellent customer service. Find reasons for motivation every day. Set goals for yourself and maintain a positive attitude. But most of all, believe it! You can do this, even if you hear no’s. Don’t be afraid to dream big and go after what you want. With an upbeat attitude and finding happiness in what you do, your tone will become naturally positive. Although you may not be able to prepare for an impromptu presentation, do your homework. Make sure that you know the ins and outs of the product you are selling. Practice presenting and don’t be shy.

The last key in face-to-face presentation is not to lie. Many sales people make the mistake of being a “know-it-all” and they feel like fluffy white lies make them look better when in reality, it is hurting





their cause. Customers can usually spot a stretch of the truth and that diminishes the salesperson's ability to gain trust of the customer. It will also affect your tone. Be confident in owning what you know and then tell the customer that you will do everything you can to find the answers if you don't have all the facts up front.

*FACT: 86% of all communication interpreted over the phone is based on tone of voice. Only 14% is based on the words we choose. Tone conveys our confidence level and communicates how we feel and what we believe.*

The ability to express a pleasant tone over the phone and in person is directly related to the attitude we have going into a call. Be prepared, organized and confident.



## Take the Lead

There is a delicate line between aggressive and assertive. A salesperson that is of the “consultative” mind will assert themselves and take the lead. Remember, we are assuming that because this customer has called you or come into your place of business that they WANT to do business with you. Why else would they be there?

You may be curious, what does “take the lead” mean? To take the lead, we must assert ourselves as a consultant to the customer by expressing our knowledge so that the customer knows that you are the expert and they need not look any further. Believe it or not, most people like to be lead. It makes things simpler and easier.

A good phrase to accomplish asserting yourself as the expert, and taking ownership of your next sale, is to simply state to the customer or potential client, “I can help you with that!” Remembering what was discussed previously in the first key to highly effective selling, your tone must absolutely convince the listener that yes, you can and will help them. They do not need to go anywhere else to get what they need. You now have their business.

The next step in taking the lead is to be sure to capture details that will let the customer know that you truly care. Be sure to ask the customer their name and use it when communicating with them. Now that they know that you will help them and that you know them, they are willing to give you a chance. Part of preparing for the phone call or your next face-to-face sale is to be sure to take notes and write their name somewhere you will see it stand out.

*“Names have power. When spoken with respect, our names provide us with a sense of belonging.”  
-Norman Vincent Peale*

After you have taken note of their name, attention to detail is always a nice follow up. If the name is uncommon or difficult to pronounce, ask them how they say it. This shows respect by calling them as they would like to be addressed.

When talking to the customer the person that is taking the lead will be sure to note the objectives and basic needs of their customer. Restate their objectives and basic needs to them, using their own words so they recognized that you are asserting yourself and producing what they want. This technique will also show the customer that you are in fact listening and giving them the attention that they are after. The customer wants to buy, that is why they are there. They came to you.

The last thing to remember when taking the lead is contact information. If you don’t close it right then and there, be sure that you schedule a follow up, gather their information and set a time with them. If you need a moment to look into other questions that they have or if there are objections that are stopping you from giving them what they came for, it will make the ability to sell to them more fluid if you schedule a time to follow up. In this situation, it is wise to immediately take notes about the experience and remember as much detail as possible. That way you can call into remembrance the next





time you see them any quirks or specific things they were looking for. This will help you build the relationships with your customer. Being prepared will give you the confidence you need and show that you have taken the lead to fulfilling the sale.



## Ask the Right Questions and Actively Listen

In earlier sections, I made mention of being a consultant. To expand on this subject, a “consultative” salesperson differs from the average salesperson by becoming an advisor and an expert to your customer. It means asking questions and helping a customer make wise decisions based on their needs versus traditional sales approaches that can feel pushy to the customer. The employee may still be doing much of the talking, but they are strategic in asking questions and listening actively. Open-ended questions get the customer talking, sometimes even selling themselves. Would that make things easy!?

*“To serve one must listen to almost anything without losing one’s temper or self-confidence.”*

*-Robert Frost*



Another trademark technique is more of a traditional approach, hard-closing. These techniques are used to capture the sale and essentially coerce the customer to commit to something. This practice is more commonly used by sales people in an effort to close a one-time sale, where less care is placed on the long-term relationship with the customer. When using a consultative sales approach, you look after your customer’s best interest. Once you know what matters most to your customer, you can sell based on the values they care about. Understanding your customer’s needs

and wants allows you to better “personalize the offer.” Skilled and successful salespeople who use a consultative selling approach build a rapport and long-term relationship with their customers.

Now that you understand what it means to take the consultative approach to selling, we must pay attention to the way we phrase questions. It is about learning from or qualifying the customer in order to provide the best service possible and then recommending as much product as is appropriate. Secondary is the ability to hear, listen and understand what is being said by the customer and to know how that relates to what you have to offer. Successful salespeople understand that getting their customers to talk and offer information about themselves is one of the most important skills they can master

There are three key questioning techniques that help us extract information in a conversational manner:

1. Open-Ended Questions
2. Probing Questions
3. Close-Ended

Open-ended questioning allows for a variety of responses from your customer. This type of questioning



injects a conversational and “personal tone” into the interaction. Inquisitive and curious in nature, open-ended questions begin with the words who, what, when, where, why and how.

Probing questions are also open-ended and utilize the 5 w’s and how. However, this type of questioning is built upon the answer to the previous question. Probing questions are a tool used for extracting more information about a topic. They show that you are not only hearing your customer’s response, but that you also understand and care.

The final piece in the questioning trio has a definite purpose, to steer a conversation back to the task at hand (selling) or to ask for the business (be willing to go for “No”). Close ended questions allow for control of a conversation and are best used during restating for trial closes.

When you are actively listening, the customer will feel acknowledged in the conversation. Be conscious of how your tone affects the believability of your response. Ensure that you have identified the basic needs of the customer and review if necessary the details of what they are after. This is one way to let your customer know that you are actively listening and that you will meet their needs. If you need to ask clarifying questions to get specific details, don’t be afraid to do it. It shows both humility and interest.

Remember, to show the customer you are actively listening: restate, let them talk, utilize the 5w’s, build the relationship, use their name, display curiosity and be purely interested. The more you can incorporate these tips into your conversations with the customer, the more they will notice that you are in fact listening and ready to help.

Using the 5 w’s, gather information about the customer. Restate facts for clarification and then make sure that what you communicate in a way that satisfies what they want. Remember, you are a consultant in the eyes of your customer. You will consult with them about their needs and find ways to get them what they want. They found you, they came to your place of business, and they want to spend their money.



## Discover the Real Motivation

When asking questions, listen and acknowledge the responses. This approach creates a true dialogue with a customer and allows us to build relationship, rapport, and trust while learning what matters most to the customer. You are essentially solving a mystery. What is their real motivation? What are they really looking for and why are they really talking to you.

If you were selling hand tools, like drills for example, you would want to realize that ultimately the customer doesn't want the drill; they want the hole that the drill will create. By staying focused on the benefit or the end result, the customer is seeking; you will find solutions to their needs more readily.

Open-ended questions are used to get your customer to open up and talk to you. These types of questions also help prevent us from making assumptions. Open-ended questions also expose sales opportunities and create more openings for familiarity and rapport with your customer.

Probing questions are a tool used for extracting more information about a topic. They show you are not only hearing your customer's response, but that you also understand and care. Are you interrogating or confronting? Remember to put a smile in your voice and mind your tone. How you ask a question makes the difference between sounding helpful and curious or like an interrogator.



If you have truly grasped the concept of leading the conversation (see #2) you will be able to use this as a key to discovering the motivation of the customer. So let's recap from the beginning. Your first interactions should be poised and professional. Remember to use their name. You should demonstrate how to generate customer comfort and familiarity. Asking some basic questions also provides you with a direction when looking for the motivation. Ask clarifying questions and restate. Finally, always remember your TONE! Creating a friendly rapport with the customer is key.

When a customer approaches a sales person about a product, this is when the discovery for the real motivation happens. As they ask questions, think to yourself, why would they want to know that specifically about the product? What are their priorities? Once you have identified the priorities for information they are seeking you can piece together the puzzle for their motivation.

Another way to be sure you are in tune with you customer is to simply ask. Are they looking for a specific product and is their motivation related to a projects or specific need? Using the 5 w's, ask some clarifying questions. Sometimes this guess-and-check method can be more effective because we are ensuring that our assumptions are correct.



## Personalize Where Possible

Building value is an essential step as a sales consultant because it is very important to position yourself, first and foremost in your customer's mind, as the authority; the expert; the industry leader; or the company with the best solution (i.e. the one that offers the most value or has a unique advantage over your competition).

It is easier to do this up front, at the beginning of a recommendation to your customer, than to try to mention it later as way to overcome objection. Some companies will suggest a standard competitive positioning statement that should be mentioned before you launch into recommendation and price.

Here are some examples:

“Just so you know, your purchase comes with a 120-day money-back guarantee. If for any reason you want to cancel your subscription or return your product, you can do so – no questions asked. We are the only company that offers this kind of promise.”

“Our customer service reps and mechanics are available to you 24 hours a day, 365 days a year. We are always there to help whenever you need us.”

“What sets us apart from our competition is that all of our storage containers feature our patented locking system. They are the most secure doors in the industry.”

*“Strive for continuous improvement, instead of perfection.”*

*Kim Collins – World Champion Sprinter*

A benefit only builds value in the mind of your customer if it addresses a stated need or concern. Personalize the sharing of your features and benefits by referring to information you gleaned about your customer during your questioning process. By following this approach, you become a consultant instead of a salesperson. Because you listen to and address the customer's specific needs in your recommendation, you demonstrate to the customer that your product or service is designed to solve their problem.

There are 5 common areas that customers care about in regard to how your product or service will benefit them.

1. Money
2. Time
3. Ease/Convenience
4. Health/Safety/Comfort
5. Image

To be effectively building personal value, every benefit must tie back to at least one of these five common areas of customer interest in some direct or indirect way. It is not enough to assume that the



customer will make this connection. You must state the connection as a notable personal benefit for the customer as part of your presentation.

Personalizing has mostly to do with referring back to what the customer actually told you. It is fitting or customizing the product or service you sell around your customer's needs. And it's important to remember that not all benefits are important to a customer. One common mistake is to outline ALL of the benefits to a prospective customer, even the ones that are not important to them. This can actually work against you because it tells the customer that you don't know what they want nor understand their needs. You're just shooting in the dark hoping to hit on something that will "sell" them. Keep in mind that if the customer does not talk about it, you don't want to talk about it.



## Check Their Temperature

A trial close is a very valuable sales technique that enables you to do a temperature check as to your level of rapport with the customer and the customer's overall receptiveness. A trial close ensures you are getting "buy-in" along the way and that you are on the right track in your customer's mind. It also enables you to formulate your questions and your approach based on periodic, real-time feedback throughout your conversation. There are two main types of trial closes: open-ended and close-ended.

*"Profit in business comes from repeat customers, customers that boast about your level of service, and then tell friends about it."*

*- W. Edwards Deming*



Here is an example of an open-ended trial close:

Rep: "Because you mentioned having so many boxes, I am going to recommend shelving units; they will give you three times the storage capability and allow for ease of movement and access. How does that sound?"

Customer: "Sounds good."

OR

Rep: "You are getting up early every day for your conference, so I am going to add a complimentary in-room continental breakfast. How will that work for you?"

Customer: "That would be great."

A close-ended trial close is most powerful and definitive when used after stating a feature and a benefit. It is designed to get a real "yes" or a "no". Now don't be afraid of NO. By getting an objection now, we can go back, ask clarifying questions, recalculate, resell and ask the trial close again before we give a price and ask for the business in a hard close.

Here is an example of a close-ended trial close:

Rep: "Based on what you are telling me, I am going to recommend that Lion Grip tread. As I mentioned, it is the most aggressive tread we offer. It would be perfect for winter driving in Michigan. As a benefit, for only an addition \$100, we will take your old tires and donate or recycle them and give you one extra new tire, so in the event of an emergency you have a comparable and reliable spare. Does that sound like it will work for you?"

Customer: "Yes."

OR



Rep: “We have an executive suite with the complimentary in-room continental breakfast and I can add an entertainment package upgrade so you have everything you need to be comfortable and unwind from your busy work schedule. Would that fit your need?”

Customer: “No. I don’t want to pay for the entertainment package.”

Rep: “So the room will work for you without the entertainment packet, right?”

Customer: “Yes.”

The habit we are seeking to develop is to consistently and confidently perform a trial close each time we have given a feature and benefit. If we are off track with the customers, a trial close helps us know what the customer is thinking and how we should modify our communication in order to hit their hot button.

It is very helpful to use the trial close throughout a sales call. Doing so enables us to create buy-in and move the process along so that when we get to closing most of the heavy lifting or hard work has already been done.





## Get a Commitment

Getting a commitment is the actual solution to the problem. If the customer gets off the phone or leaves your place of business without a solution we have failed to accomplish our objective. (Remember they wanted to buy from you, right?)

You are wasting your time and the time of your customer if you are not willing to ask for the business. Your customers expect to be asked – they want to be asked. It's that simple. If you have fear around asking or being rejected, get over it or get someone to help you with this final step.

*FACT: Statistics show that when you ask for the business directly after giving a price, you will get the business 150% more than if you don't ask for the business after giving the price.*

So maybe that little thing called “fear of rejection” is nagging at you. How can you be sure they will say yes? Well the answer is to not be afraid of a “no”. I mean what is the worst that can happen? A “no” doesn't mean anything about you, so don't personalize it. Every now and again we have to play psychologist and do some role reversal. If you were the customer, looking for a product and wanting to buy, why would you say no? What are the road blocks to a yes? Without being pushy, ask some clarifying questions. What is the basic need of the customer? What are the limitations? Is there room for flexibility?

The real objection is not the price. It is making sure the customer sees the value in the price. Yes, today they can go “Google it” and find 10 other competitors that have the same product as you. But what will set you apart is your attention to the customer's wants and needs, your knowledge about the product, your ability to build a relationship and your willingness to be assertive about the sell. Being confident in yourself will show, and it will help the customer trust in you on their way to getting their wallet.

Let's look at the typical objections you get when the customer does not want to buy your product or service. In general, all objections turn out to be a version of the same four reasons. Though customers may call their objection by different names, they are the same basic issues with the same practical solutions. This means that the objection is something that is usually a practical, manageable situation for which we can prepare.

There are really only four basic objections. Every objection is some version of:

1. I am not the decision maker.
2. Price is too high or more than I expected.
3. Not time yet.
  - a. I'll call or check back later and let you know. (this is a “no”)
  - b. Just send me a quote in writing. (this is also a “no”)
4. Shopping ahead and just trying to get prices.



If they say “no” ask or acknowledge their objections. Let them know that you heard what they said. Remember, as a consultant, in order to meet their needs you need to understand their reasoning. Sometimes restating their objection is enough. Other times, you will need to probe further to find out specifically what does not work. You can do this by simply and non-defensively asking the customer, “Why?”

Example:

Customer: “No thanks.”

Rep: “Okay. Can I ask why?”

Customer: “I don’t like the price.”

Rep: “What specifically about the price don’t you like?”

In this example, the salesperson responds by acknowledging and restating the customer’s objection in the form of an open-ended question. This is the beginning of a dialog that will help you ask the necessary questions to overcome their objections or at the very least continue to build rapport that will pay off for you later.

Just remember, you get more business if you ask for the business after giving a price. So don’t be afraid to ask, the answer could give you just what you are looking for.



## Summary

Most of these skills will come naturally to you after working these new ideas into your routine. Track your success and watch things change significantly if you stick to the program! Everyone can sell. Now that you have a little more knowledge of how the process can work FOR you, the possibilities are endless. Decide today what goals you want to set for yourself and then apply each of these key principles. Remember that the most important aspect of selling is to meet your customers' needs and build a relationship with your clientele that has meaning. These steps have been proven in many industries over time and they are going to bring results. Your next step is to have the confidence to follow through and keep on top of the game.

So, are you ready to take this consultative approach to selling? We hope this eBook has provided you with keys to help you improve your skills, and that we have given you some valuable tidbits of knowledge. Now the next step is strictly up to you. How you implement these keys and whether or not you decide fully jump in with both feet is your choice, but we highly recommend that you don't hold back when it comes to your success.

Applying these 7 keys will ensure that your sales approach is more successful and effective at increasing your bottom line. You have already taken a step in the right direction by seeking knowledge. Now go put it to the test!



## About The Author

Jeremiah Wilson founded ContactPoint in 2001 with his patented high-tech invention the Maculon. Prior he specialized in logistics, training, and gained a variety of knowledge in customer service and sales training. He was Assistant to the Counselor of Economics at the US Embassy to the Czech Republic and currently serves on the board of directors for various global companies.

Wilson holds a Bachelor degree in International Relations from Brigham Young University where he developed as a trainer at their International Training Center. While serving as the CEO of ContactPoint, Wilson created Power Training: a two day intensive course that participants call life-changing. As a sought after presenter and speaker delivering keynote addresses and training worldwide, companies and individuals find his approach, techniques and experience invaluable.



He is the author of JUMP: Life Beyond Mediocre, which details practical steps and real life experiences of leadership, personal development and the principles that led to Jeremiah's first \$10 million. Wilson has also been honored as the "Young Entrepreneur of The Year".

Jeremiah Wilson cherishes his role as a husband, father, pilot and Boston marathon qualifier and gives 100% to every aspect of his life.

ContactPoint has been serving business owners since 2001 bringing principles for selling; increasing revenue and programs like coach the coach to ensure the continued use of the principles. Through these experiences, the company has increased its ability to meet and exceed the needs of business owners providing coaching, call recording, call scoring and a variety of supportive tools.

For more information about ContactPoint visit [www.contactpointsolutions.com](http://www.contactpointsolutions.com) .

