

Everything Depends on Sells

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Being a great salesperson does not mean just selling the most \$ every day, it is about selling your ideas, selling yourself, your services, your products, your company's values etc.; everything we do in our jobs and our lives every day, revolves around sales.

But I hear this a lot "I would love to be able to sell but I am not a salesperson, and I have no experience in sales", but this is not true. If you really think about it; we are all natural born salespeople, we have been selling our entire life, as soon as we learned how to speak our first few words.

Have you ever watched children when they want something, they have the most effective sales techniques (warning: use all techniques short of the laying on the floor kicking and screaming) and they have a knack for getting what they want, when they want it, and it is usually on their own terms.

Children Are Fearless

Children Never Go Into the Sell Thinking about Failing:

They are not thinking to themselves,

- I don't want to say the wrong thing.
- I don't want to look bad.
- I don't want to be a nuisance.
- I don't want to impose.
- I don't want to be rejected or hear no.
- I don't want to blow it!

They are only thinking about how they are going to get a "YES"! They put 100% of all of their energy, concentration and focus on the person they want to say "YES"; and they do not get distracted, thinking about anything else but that person.

Do not Fear Rejection:

We were born Salespeople, but as we get older, we have more fear which covers up our natural born talent.

Fear is probably the biggest deterrent to being successful.

Example: What if you had a great idea but you were afraid to tell your boss, for fear of being rejected or looking bad; then someone else comes up with an idea that is not as good as yours, but they were not afraid, and they get the promotion or opportunity that could have been yours.

Or...

Example: You have been doing nails for years, and you had so many clients you have not had to do any promotion for new clients, for as long as you can remember; but NOW you need to start promoting your nail services, because your clientele is dropping and you need more clients.

- **Being AFRAID of looking desperate or silly will keep you from getting those NEW Clients, and keep you from building up your business.**
- **Instead of being AFRAID of how you think you might look (which is not how you look, believe**



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me), you should be thinking about all the wonderful benefits, you will be offering all those potential clients, when they have you do their nails.

Remember: Make sure every single one of your clients have some of your cards, and let them know you will be giving incentives for every referral they send you.

Quote:

People become really quite remarkable when they start thinking that they can do things. When they believe in themselves they have the first secret of success.

Author: Norman Vincent Peale

We can learn some of the best sales techniques from children; this is a typical phone conversation with my 15 year old son, Taylor Mitchell, on Fri afternoon at about 4:00, I am still at the office, I am tired from a long week and I have about 2-3 more hours of work:

Step #1-Taylor will be PREPPING me for whatever he is going to sell me on. By making the conversation all about me, he is softening me up.

My phone rings

Me: Hello

My son Taylor: Hello Mom, Are you having a GREAT DAY TODAY!!

Me: Hi Taylor, I am now, you always make me feel better.

My son Taylor: Mom I know you have been working so hard, you need to take it easy this weekend.

Me: Thank you how was your day today?

My son Taylor: I got an A on my test; I know that makes you happy

Me: I am proud of you Taylor

Step #2- Through PERSISTENCE and keeping the conversation about me, Taylor will continue relentlessly, to get me involved in the conversation, even though I continue to say "NO", because he knows if he can get me talking then he has a chance of a "YES".

Cont...

My son Taylor: Mom, can I have my 6 friends spend the night tonight, you know them Jack, Seth, Mark, Chris, Eric and Cody.

Me: No

My son Taylor: Mom, I promise we won't keep you up, so you can go to bed early

Me: No

My son Taylor: Mom, I love you

Me: No

My son Taylor: Mom, how about just 4 of my friends and their Mom's will drop them off and pick them up so you don't have to worry about it

Me: Taylor, last weekend you guys stayed up too late and you were all tired

Step # 3- Now the NEGOTIATING begins, Taylor knows now that he will be able to negotiate a compromise, even if he does not get everything he wants, and still keeping the conversation about me.
Cont...

My son Taylor: Mom, I promise we will go to bed early, and I will rest on Sunday so I am ready for school Monday

Me: I don't want that many boys tonight; you had them all over last weekend

My son Taylor: Mom, how about just 2 of the guys and we will get up early and go to breakfast with you

Me: Okay Taylor, that sounds fun, I'll see you in a little while

My son Taylor: Thank you, Mom, you are the best!

Through PREPPING, PERSISTENCE and NEGOTIATIONG we can uncover that natural born salesperson inside of us, and keep our businesses flourishing in 2010!

*with love,
Tammy Taylor*

Proverbs 11:2

Pride leads to disgrace, but with humility comes wisdom.