



Your quick fix to more effective selling and persuading

**Best  
Selling Tips  
Of All Time**

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**The Top 10 Best Selling Tips of All Time:  
Your Quick Fix for More Effective Selling  
and Persuasion**

**by**

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**Exercise Book**

***1. Exercise: Selling is helping!***

Make a list of all the ways that you have helped your colleagues or customers that can lead to them buying your ideas, products or services:

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_
- 6 \_\_\_\_\_
- 7 \_\_\_\_\_

Make a list of additional ways you can and will help your colleagues or customers that can lead to them buying your ideas, products or services:

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_

Now, go help more colleagues or customers!

**2. Exercise: “No” in sales, as in the dictionary, No is just a word before “Yes”.**

What are the different ways you can say your main message?

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_
- 6 \_\_\_\_\_
- 7 \_\_\_\_\_
- 8 \_\_\_\_\_

Who are you trying to convince?

\_\_\_\_\_

How many times have you been rejected by this person?

\_\_\_\_\_

Go get your 4 to 8 rejections to have your best chance to get a “yes!”

### ***3. Exercise: Best questions, most calls***

Your best questions:

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_
- 6 \_\_\_\_\_
- 7 \_\_\_\_\_
- 8 \_\_\_\_\_

How many face-to-face sales calls can you reasonably make in a week?

\_\_\_\_\_

How can you add 1 more sales call to this week?

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

Now, go ask questions and make one more sales call this week, every week!

#### ***4. Exercise: Value is “Monetized Benefits”***

What are the ways that your solution increases the customer’s revenue?

1 \_\_\_\_\_

2 \_\_\_\_\_

What are the ways your solution decreases the customer’s costs or time?

1 \_\_\_\_\_

2 \_\_\_\_\_

What are the ways your solution improves the customer’s quality of life?

1 \_\_\_\_\_

2 \_\_\_\_\_

What other ways do you bring value to your customers?

1 \_\_\_\_\_

2 \_\_\_\_\_

To ensure you are considering total costs, how much does the customer need to invest in your solution?

1 \_\_\_\_\_

**5. Exercise: Why Buy from Me Now?**

What are the reasons why your customer must buy from you now?

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_
- 6 \_\_\_\_\_
- 7 \_\_\_\_\_
- 8 \_\_\_\_\_
- 9 \_\_\_\_\_
- 10 \_\_\_\_\_

Now, let your prospects know these reasons!

## ***6. Exercise: The Persuasion Equation***

What can you say or do to help your customer:

### **Step 1. Be Dissatisfied with today**

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

### **Step 2. See your Compelling vision of the future**

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

### **Step 3. Understand the easy steps to attain the vision**

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

Now educate your prospects and customers!



***7. Exercise: Sincere belief in and enthusiasm for your product***

What are the ways that I believe my product and company serve the best interest of my customers?

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_
- 6 \_\_\_\_\_
- 7 \_\_\_\_\_
- 8 \_\_\_\_\_
- 9 \_\_\_\_\_
- 10 \_\_\_\_\_

***Let your prospects and customers know!***

**8. Exercise: WIIFM = What's In it For Me**

What do you want the salesperson to say or do for you?

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_
- 6 \_\_\_\_\_

After the salesperson says or does these things, how does it make your work life better and how do you feel about that?

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_
- 6 \_\_\_\_\_

**9. Exercise: People buy on emotion, justify with facts**

What emotions would you like your customer to feel?

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

How can you help your customer experience these feelings?

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

What logic can you use to justify their decision to purchase your solution rather than do nothing or purchase from a competitor?

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

***10. Exercise: Feel, Felt, Found***

What are the most frequent objections for your product or service?

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

What “feel, felt, found” sentences can help you with the first objection?