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Your quick fix to more
effective selling and
persuading

**Best
Selling Tips
Of All Time**

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

by

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Dedication

Thank you to the many teachers who have inspired and guided me on the path that led to this book, including Philip Kotler, Paul Sowyrda, Jeanne Brett, Tom Kuzcmarski, Margaret Maurer, James Nichols, Arthur Holden, Gail Gaumer, Larry Rohrer, Matt Pearman, Brent Wentz, Sharon George, Skip Ashmore, Joe Walsh, Rob Kanzer, Mike Schrader, Pete Newcomb, Barbara Reeder, Lionel Bihm, Gerald Smith, Chris Kontzen, Jack Falvey, Jim Freedman, Peter Sauer, Bob Grant, Ames Abbot, Louis Gudema, Jan Westman, Matthew Westman, Carly Westman, Luke Westman, Dan Westman and family, Eric Westman and family, Jack and Nancy Westman, John and Jean Hummon, Marcus Hummon and family, Sarah Stevens and family, Gretchen Hummon and family and Thistle Farmers.

Introduction

You sell. You sell every day. A survey of 4,000 professionals who worked in accounting, finance, human resources, engineering, marketing, sales and other functions discovered that these people 'sell' 40% of the time. Professionals in healthcare and teaching, regardless of job title, are continually 'selling'.¹

So, what is 'selling'? Selling is persuading, influencing or convincing other people to do something. Selling is convincing someone else to part with some of his or her resources (time, attention, effort and/or money) for something that you have: an idea, product, or service. Selling is convincing someone else to give up something they value for something you can provide.¹ The first 3 liberal arts – grammar, rhetoric and logic - are building blocks for persuasion and selling. They were considered, in the eighth century B.C., to be essential for the educated citizen.

This book gives you the top 10 best selling, or persuading, tips of all time with exercises to help you apply the tip to your current, real-time situation. These ideas are relevant for business to business (B-to-B) selling situations. Many tips are useful for business to consumer (B-to-C) selling situations, and for persuasion in general. Complete these exercises for your business, project or idea and you are guaranteed to sell it more effectively. You will see that responses for some questions may be similar or identical, and it is worthwhile documenting your thoughts from these different perspectives. Your most common answers will likely be the most powerful.

These tips come from sifting through hundreds of publications, conversations with thousands of professional sales and business people, and are the foundation of my courses on professional selling. These tips have stood the test of time and will likely remain useful for decades to come. In the spirit of 'promise a lot, and deliver even more'², I have included 15 bonus tips.

Enjoy!

Tip # 1 - Selling is helping!

Customers are more likely to buy when they know that you have their best interests at heart, and that you put the task of helping them before your selfish concerns.

“My selling purpose is to help people get the good feelings they want about what they bought, and about themselves. The Wonderful Paradox is that I have more fun and enjoy more financial success when I stop trying to get what I want and start helping other people get what they want.”³

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. [Your answer]
2. [Your answer]
3. [Your answer]
4. [Your answer]
5. [Your answer]
6. [Your answer]
7. [Your answer]
8. [Your answer]

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. [Your answer]
2. [Your answer]
3. [Your answer]
4. [Your answer]
5. [Your answer]

Now, go help more colleagues or customers!

Tip #2 - In sales, like in the dictionary, “No” is just a word before “Yes”

When customers say “no”, they are really saying that they need to ‘Know’ more.⁴

The National Sales Executive Association reported that 80 percent of new sales are made after the 5th contact with a prospect. Pharmaceutical sales trainers teach that a message must be repeated 7 to 9 times to a physician before the physician retains the message. Persistence pays.

“Fall down seven times, stand up eight.” – Japanese Proverb

“Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination are omnipotent.” - Calvin Coolidge

“Never give up, Never give up, Never give up.” – Winston Churchill.