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**THE**  
**SALES DOCTOR**

# **7 Secret Sales Triggers Which Make People Buy From You**

The Stepping Stones of Selling

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**THE SALES DOCTOR**

**INCREASING YOUR SALES USING THE APPLIANCE**

**OF SCIENCE**

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## Introduction to Selling

Selling skills are critical not only to businesses and organisations but also in our everyday life. It does not matter what you do, we are all salespeople by nature. You sell your ideas, skills set and personality every day, whether it is when you are being interviewed for a new job or setting up plans with friends and making these ideas sound exciting and worth investing their time in.

You have not been sat down and taught directly, in a school setting for example, how to function as a great salesperson or how to make a compelling case for someone to purchase or invest in what it is you have to offer. You have adapted and moulded these skills in a way that works for you in your life through your experiences.



Although these skills are at your disposal and you use them frequently I will ask you to consider the idea of confidently being able to bring something new to the table and pitch it to an employer or customer knowing that they will buy into the concept right away with no doubt because they can wholeheartedly **invest in who YOU are!!**

If you are running your own business and you want your business to succeed and prosper **you cannot overlook the importance of developing your selling skills.** Selling is not merely presenting a product or a service to a customer and hoping they want to purchase or invest in this.

There is in fact a science behind this process known as *science-based selling* which combines social psychology, neuroscience and behavioural economics. It is the act of being able to put yourself in the buyer's frame of mind to successfully present your sale and convert it into a purchase.

We have outlined the following **7 simple secrets of selling.** These will become cornerstones in your journey to developing your selling skills which, in turn, will create within you a more confident and successful salesperson.



## OPEN UP TO CONNECT

**If you want your business to thrive** then you or someone you employ is going to have to get good at sales. There are plenty of good communicators out there who can clearly get their point across, but find the idea of “selling” a little intimidating, and that is ok!

Knowing your weaknesses can be used as a strength, so if you do not feel like you can connect with your clients successfully in a sales setting, find someone who can take this task on board and effectively communication with prospective clients.

**Sales is a transaction of positive energy!!**



There are usually two people involved in this relationship:

### **The Buyer and the Seller**

The product or service on offer should deliver on what it promises to do or achieve which is why a stable and trustworthy connection between the seller and buyer is so vital. The process of selling becomes a lot easier when there is mutual trust between the two parties, as well as an equal exchange at hand.



Your goal as a salesperson is to present your product in the best light possible. This way, it will be easy for customers to make purchases with you without feeling pressured or sold out at any means. With this method being used it will mean that there will hardly be any 'sales' involved. The seller has something that the buyer wants or needs; so, the two of them come together and make a transaction – everyone is happy.



**Connection and communication are vital in the process of selling.**

It will help you achieve an understanding about what it is your target audience want and need and how you can make that a reality for them, making their life easier with your product and your business more affluent with their custom.



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