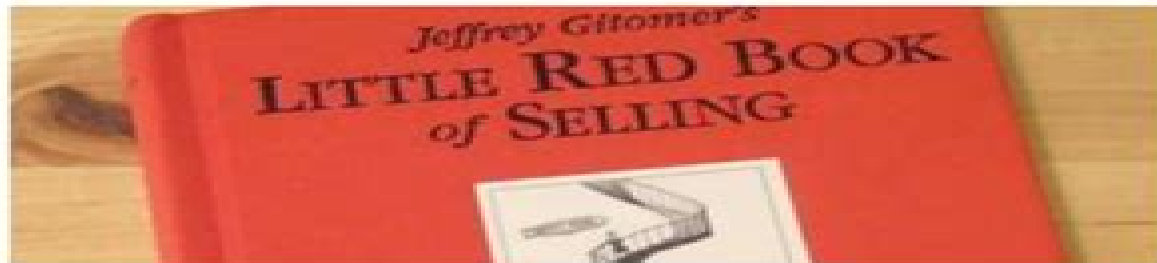


12.5 Principles of Sales Greatness from the Little Red Book of Selling



It's a must-have book for any entrepreneur or business owner. And in it, Jeffrey outlines 12.5 principles to help you sell anything. Let's take a look at them ...

1. Kick your own ass.

At the end of the day, there is no truer motivation than YOU ... wanting it. Selling is hard; not selling is why most businesses fail. And the only way to push the excuses aside and not get caught in the blame game is to take ownership of the situation and not allow YOU to fail. A riding instructor once said to a friend of mine "you have to fall off your horse 5 times before you can be a real cowboy". Well, part of that is getting back on that horse every time you fall off.

2. Prepare to win, or lose to someone who is.

What do you know about what you're selling?

About what the competition is offering?

About who you're selling to?

Knowledge is power and having good answers to the hard questions is often the difference between making a sale and going home empty handed. Preparedness means you have the solutions to your customer's problems. It means you've done your homework and you're two steps ahead of everyone else.

3. Personal branding IS sales: It's not who you know, it's who knows you.

There's no easier way to sell than when the customer comes to you.

And they come to you because they know YOU.

They know your brand. And they trust it.

Little Red Of Selling 12 5 Principles Of Sales Greatness

Daniela Niemeyer



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