

Sell yourself first,
if you want
to sell anything.

**MY SUCCESS IS YOUR
SUCCESS**

Germain Decelles

WebTechPublishing.com

Burt Lancaster.
(1913 – 1994)
American actor and producer.
Served in World War II.
He played in the military drama From Here to
Eternity. A box office smash, it won eight Academy
Awards, including Best Picture.

HOW TO SELL YOURSELF?

One of the most valuable skills, a person can have, is knowing how to sell anything. Having sales knowledge helps you take advantage of many opportunities for entrepreneurs and business owners as well as anyone who aspires to success.

Most people don't realize how important selling is unless your salary depends on it!

I often hear « It's not for me, » « You must have a knack for selling » or « I just can't sell, » but that couldn't be further from the truth.

Remember that salespeople are not the only ones who sell something, and especially good salespeople are made, not born, and no one succeeds in life without knowing how to sell.

Think of the last time you convinced your kids to finish their vegetables or convinced your parents to let you borrow the car for the weekend. Believe it or not, you are selling something!

For people who are starting a business or the person who wants to climb the ladder of their organization or society, knowing how to « sell » will make all the difference in their quest for success.

Don't worry too much, because you're not alone in not knowing how to sell.

Did you know that over eighty percent of « salespeople » have ever taken the time to develop sales skills?



There is, of course, the little guide or the method to follow when hiring, but nothing more elaborate, and you are automatically a salesperson.

There is much more, before considering being « competent » or « expert. »

You can learn some simple techniques that can be applied to any situation, whether you're selling a product or service over the phone, face-to-face, or even in an interview to advance your career.

Doing this, no matter what you're selling, is easier than most people think. Achieving this is simply a matter of keeping the following five points in mind.

Depending on the degree of expertise desired, you will need to research, understand, deepen and experiment on the ground at each point, because the sale is a science of the most complex.

1. *The first thing you sell is yourself:* forget the product or service. If the person you're selling to, doesn't like you, they won't listen to you. Make sure you know the product well and present yourself well. Be the seller you would buy something from.
2. *Listen more than you talk:* bad sellers cannot realize how amazing, their product is. They can't stop talking about it!

But good salespeople listen, to what their customers are saying. They pay attention to customer needs from the start and present themselves accordingly.

3. *Know whom to sell to:* if you're selling a product or service that costs \$50,000, don't try to sell it to the person whose budget is \$2,000. A common mistake salespeople make is trying to sell to everyone.

Make sure what you're selling meets the needs of your potential customers and is realistic for them. You have a good chance of getting this sale!

4. *Understand what makes the other party tick:* why should people care about what you sell? How does your product or service bring them value?

Pay attention to what drives your potential client to book your appointment in the first place and address it in your presentation.

5. *Keep it simple:* don't overcomplicate your presentation just because you want to look more competent. The mark of true knowledge in anything is how well you can explain to the average person. Keep your pitch simple and under thirty seconds, while going gradually.

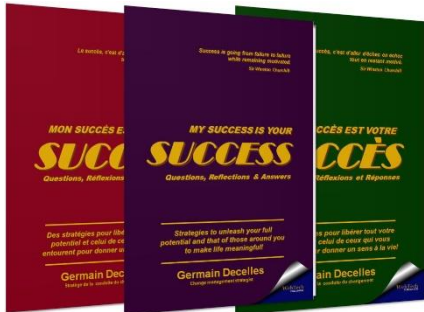
The key to successful selling is to think about the person you are selling to. Approach their needs and think about how they will feel after your presentation and the meeting. There is no « natural born salesperson. » Believe me, anyone can learn to be good at selling.

Take the time to find out more, for example, there is an easy-to-read book on the subject. « You don't need to be a shark: creating your own success » by Robert Herjavec.

Find out more about « how to sell yourself » with *My Success Is Your Success*. The book through questions, quotes and reflections provides the necessary elements to explore all about motivation



so to shape your success and help those around you do the same. Remember that success is all about team efforts!



This 404-page book, available in French and English, is the fruit of forty years of experience acquired with local and international organizations and companies and during consultancy, change management, transition, and marketing services. For more information and to consult the flipbook, go to: www.webtechpublishing.com.

About the Author

In addition to writing, Germain Decelles acts as Change Management Strategist. He has over 40 years of business and consultation experience with local and international markets, including sectors such as retail trade, distribution, information technology and communications, transportation, manufacturing, financial services, and government organizations.



Other publications: ISO Pour Tous – Le manuel d'information ISO – Le guide de préparation ISO – La gestion du changement en affaires – La gestion de projet d'affaires – Le changement POUR TOUS – Change your future, now! – Mon succès est votre succès.

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