

A man with dark hair and a beard, wearing a dark blue suit, white shirt, and patterned tie, stands with his arms crossed, smiling. He is wearing a watch on his left wrist. In the background, there are stacks of US dollar bills on a table. The setting appears to be an office or a business environment with large windows and other people blurred in the background.

SELLING YOUR WAY TO YOUR FIRST MILLION

How to Become a
Topnotch Salesperson

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INTRODUCTION

On an average, a person encounters about three salespeople in a day. Your phone will ring one sunny morning; a jovial salesperson is on the other end of the line selling you cruise vacation tickets. As you condition yourself for a good relaxing nap, somebody begins knocking on your door and when you open it, an insurance salesman is right at your face smiling his heart out. You try to sort out your mails before going to bed and you notice that half of them are promotional newsletters.

You might be tired of salespeople yourself. In fact, you might have hated the mere sight of one. But do you know that it is one of the most rewarding jobs around? Well, not unless you can become the next President of the United States; but then, I could be wrong.

Salespeople are the very individuals who move the company. Their job is to market the products and make the company flourish in the process. If a salesperson is not able to do his job well, then the rest of the company will fall. The CEO, down to the rank-and-file employees, will soon be out of their jobs.

Do you see now how powerful salespeople can be? And because of this reason alone, they are very indispensable in any company.

For a salesperson, every sale merits a commission. And for their every good performance, income spiffs and special bonuses, who then would not want to be a salesperson and become rich and successful?

Do you now want to be involved in sales? If you still don't feel up for it, take this. It is in selling where money really lies. You do not even have to invest too much, nor would you need any capital upfront. All you need is the right skills and the correct attitude for the job.

That is exactly what this report is going to give you. After you've gone through this report in whole, you will become a topnotch salesperson - a salesperson who can sell anything and everything under the sun, from a shiny new car to a multi-colored checkered coat and tie collection.

Whatever product you are selling won't matter at all. Your merchandise, service, or goods will all be sold in a matter of minutes, hours, or days, depending upon its complexity and worth. And you will achieve your first million sooner than you have ever expected.

Almost no one is born to become a topnotch salesperson, although some may have "natural" talents in selling. They are all trained to become one. And there are no tough prerequisites for that. All you need is the willingness and the desire to succeed. Once you have that, you will get a good focus on your goal. You will notice that everything simply falls into place. You will become a master when it comes to selling.

Expect that selling is something that you can do well. Everybody can become successful in the field of sales. People go to the market each day. They shop for the food that they will eat and the things they will use. You see, almost every place is a marketplace. Selling is simply a part of our lives. Most of the time, you are in the buying end. But this time around, you are at the selling end. The bottom line is that we are usually involved in a selling deal. And because of that, you must have seen good salespeople at work, right? Try to observe how they can make people buy their stuff or even ideas. They have a certain ability that makes them good at their job.

As you read this book, that outstanding salesperson can be you. The things written here will help you, if not transform you into becoming an excellent salesperson in just a very short time. This report is for everyone, no matter if it is your first time to sell or if you have any experience in selling before. And for those who had tried their hand at selling and didn't do well, it really doesn't matter what your sales record is before. You could have been your company's most terrible salesperson. But as Gene Fowler, a famous writer and actor had said, "I am the world's worst salesperson; therefore, I must make it easy for people to buy."

As we start your preparation to become a topnotch salesperson, try to maintain a small notepad where you can list the answer to the questions, exercises, and the rest of the pointers contained in this report. Doing so will expedite the entire learning process and make you the topnotch seller that you really are.





Chapter One: UNDERSTANDING THE SELLING MARKET

Before gearing up to sell, you have to understand one essential thing in selling – and that’s your potential market. Potential market is simply defined as the group of people who could be interested in the product or services that you are offering. These are the people who you will be selling your products to; and apparently, their roles are very important.

Whatever product you are advertising, there is only one thing to keep in mind: you have to know who your target market is. It is not a good suggestion to sell beauty creams and makeup in a car-racing magazine, would it? Well, not unless you want to utilize whatever media you can put your hands on. But still, doing that is an incredible idea.

Who Is Your Target Market?

For you to know exactly where to sell, you have to analyze your product first. And for you to do that, answer these 10 simple questions:

1. Who are the direct beneficiaries of the product or service you are selling?
2. Are there any indirect beneficiaries? If so, who are they?
3. Who can afford these products? What’s the income bracket of the persons who are willing to buy them?
4. Would these people prefer to buy them in cash or through other payment methods, like credit card or check? Do they have to sign a loan or an installment plan agreement prior to purchasing?
5. Where and how exactly are these products used? At home? In schools? At work?
6. Who are the people that are most likely to buy? Male or female? Married or single? Young or old?