



SELLING **FOR** **NON-SELLING** **PROFESSIONALS®**

Learn Basic, Proven and Results Oriented Sales Skills, Methods and Techniques to Get Clients Consistently with No Prior Sales Background and Increase Revenues, Reduce Business Stress and Create a Productive Work-Life Balance!

ORESTE J. D'AVERSA

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FIRST EDITION.

ISBN-13: 978-0-9826283-5-5

Published by: ***Cutting Edge Technology Publishing.***

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About the Author...

Oreste "Rusty" D'Aversa has over twenty-five years' experience in sales, selling computer software, technology, professional services, technical support, training and customer service. He has managed, trained and mentored sales teams. Has worked with companies like IBM, American Express, Foster-Wheeler, ADP, UPS, Bank of New York, BMW of North America, British Airways, Office Depot, and TyCom amongst other Fortune 1000 organizations, as well as small-to-medium sized companies and entrepreneurs in all phases of the marketing and sales process.

He is the owner of **Metropolitan Small Business Coaching LLC**, working with "Solopreneurs", Entrepreneurs, Small Businesses and Technology Companies as a Business Consultant, Business Coach and Business Trainer. He is also an Instructor with the State University at New York (SUNY) at the Fashion Institute of Technology (FIT) - one of New York City's premier public institutions, FIT is an internationally recognized college for design, fashion, art, communications, and business. Also, a Speaker to Corporations, Business Associations and Academia.

Delivering real world experience as a business owner, business consultant and "bag carrying" sales person, Mr. D'Aversa has appeared on radio and television on a range of related topics. He holds public seminars featuring practical solutions for increasing sales revenues and enhancing business and employee productivity in the new economy.

From selling complex technical solutions to selling basic products and services, Business-to-Business (B2B) or Business-to-Consumer (B2C), he can adapt his sales methodologies and deliver proven sales techniques that can be duplicated by his clients insuring their success to close more business in a shorter amount of time!

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1. Introduction

Selling – the profession and skill everyone likes to hate! 😊

I'm going to let you in on a few big secrets:

- **EVERYTHING STARTS WITH THE SALE - CLOSING THE DEAL!**
- **IF NOTHING IS SOLD, NOTHING HAPPENS!**
- **EVERBODY SELLS (Persuades, Market to, Convince, etc.)!**

You could have the best product(s) or deliver the best service(s) in the world but if you don't sell it to someone nothing happens!

Selling is a skill and like most skills it needs to be learned, practiced and mastered. In this book you will learn and **immediately apply** proven sales skills and sales processes that have been working for sales and non-sales professionals for many, many years. You're probably using some of these skills right now in your personal life and don't even realize it.

There is a certain “Art and Science” in selling and below are some examples of the Art and Science in selling:

The Art:

- **Remember You Are Dealing with People** (many people are not logical in their thinking).
- **Emotions are not Logical or Linear**, People Feel What They Feel.
- People **buy Emotionally and Justify Intellectually**.
- Become a Student of Human Behavior (Learn What Motivates People to Buy Your Products and/or Services).
- Make it **Easy to Buy** Your Product(s) and/or Service(s).
- People Buy from You Because they **Know You, Like You and Trust You**.
- Sometimes (Because it’s acceptable in our society to not be forthcoming to people who sell – not really but...), Buyers can Sometimes Lie to You and Not Tell You the Truth About What They are Thinking About Whether They Will Buy or Not Buy Your Product(s) and/or Service(s).

The Science:

- The **Language of Selling** (The Business Value Proposition, Marketing Offer, etc.).
- **Know and Understand Your Target Market with a Laser Beam Focus** (who precisely are the people that are going to buy your product(s) and/or service(s)).
- **Qualifying Prospects** (a business technique to determine who is likely to buy your product(s) and/or service(s)).

- **The Sales Process** (your sales procedure(s) to consistently close deals and forecast sales revenues on a monthly basis).
- **Closing the Deal** (receive payment for your product(s) and/or service(s)).
- **Know your Numbers** (understand the costs to deliver your product(s) and/or service(s). Cost of raw materials, your overhead, profit margin, etc.)
- **The Five Pillars of Business \$uccess** (Strategic Planning, Marketing, Selling, Product(s) and/or Service(s), Customer Service).
- **Marketing is Not Selling** but They are **Interdependent** (dependent on each other) to get and close deals.

You will be learning the following in this book:

- The “**Business Value Proposition**” – This is the “Language of Selling”. It all starts here and arguably the important thing to can communicate to the marketplace!
- **The Marketing Offer** – A free tool you create so people come to you.
- You will be learning to “plan your work and work your plan” in the section called “**Your Marketing and Sales Master Plan**”.
- Here are a few proven and results delivering selling methods that you will learn in “**Selling Techniques**”.
- In the section “**The Seven Key Steps to Close Every Deal**” you will learn that closing a sale is a process and that without going through

this process it makes it difficult to close new business.

- In “**Before the Sale**” you will learn that preparation before meeting your prospect (the term used when someone is not a customer or client yet) is critical if you want to get their business.
- In “**Business Presentation Skills**” you learn how to give business presentations like a pro where “less is more and more is less”.
- In “**Handling Objections**” and we all get them, you will be prepared to deal with them as they come up and you will understand that getting objections is not a bad thing!
- It’s all about “**Closing the Sale.**” Here you will learn some assertive techniques to getting the deal closed.
- You will be talking to many people. Manage your interaction with them with “**Using Contact Management Software to Increase Your Productivity**”.
- “**Referrals**” – Everybody sells and is sold to so get them everywhere you go, especially from your customer base.
- “**Your Customer Base**” should be contacted on a regular basis for additional sales revenues.
- “**Time Management**” is critical to your success to do everything you would like to accomplish, especially during the “Money Hours”!

- **“Setting Goals”** and you will be on your way to a more financially rewarding life. Both in your professional and personal life.

You are going to learn many things about selling in these pages. Use this manual often as a reference tool and a guide. **You will be using the skills you will learn here for the rest of your professional life.**

Remember, **learn, practice and master** and you will be on the road to increasing your sales and reaching your professional and personal goals in no time at all!

Happy Selling and Don't Forget Your ABC's

Always

BE

Closing!



Notes

Handwriting practice lines consisting of 20 horizontal dashed lines.