

# The Golden Rules of Selling

*The 20 Fundamentals for Sales Success*



**Steve Lewis-Brammer**

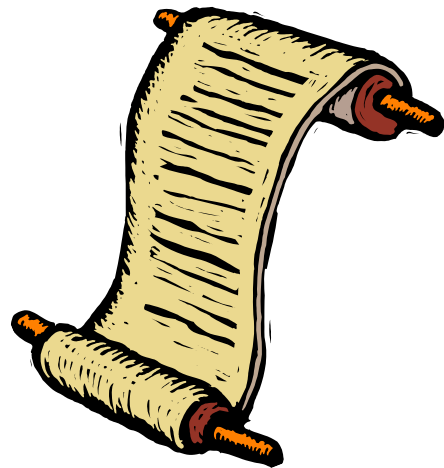
Wit2S (What It Takes to Succeed)

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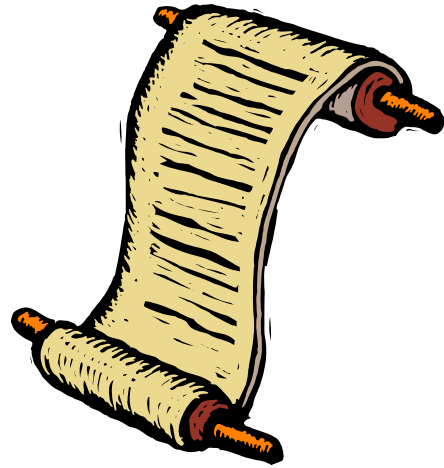
Whenever we are selling we should always endeavour to recall and abide by certain basic rules which should constantly be in our minds; these are the fundamentals for success in selling. We should abide by them in all we do and need to be constantly checking how we are doing with regards to these.

Feel free to add your own golden rules to these as you see fit and ensure you abide by them. For now though, the rules we should bear in mind are:

1. People like people like them
2. People buy what they want
3. People buy for three main reasons:
  - because something will make their lives easier
  - because something gives them extra benefits
  - to replace something they already have
4. Positive attitudes are infectious
5. Most people are lazy
6. A salesperson and prospect should always understand each other
7. Truth & honesty are our friends
8. A sale happens when our product / service matches a prospect's needs
9. Explain benefits, advantages and features – we need to discuss what it will do for them
10. People are interested in people who are interested in them
11. The best sales are conducted conversationally
12. As a salesperson our first sale must be to ourselves
13. As a professional salesperson we must believe our product is right for the prospect and will do what we say it will



14. As a professional salesperson we must ensure our product, application, competition, and marketplace knowledge are always up-to-date
15. Remain objective: would you buy it if you were the prospect?
16. Always discuss worth before price
17. Planning and preparation are essential to success
18. Closing is about asking a reasonable request at a reasonable time
19. Selling is win:win
20. Knowledge isn't power, only applying that knowledge appropriately makes it powerful

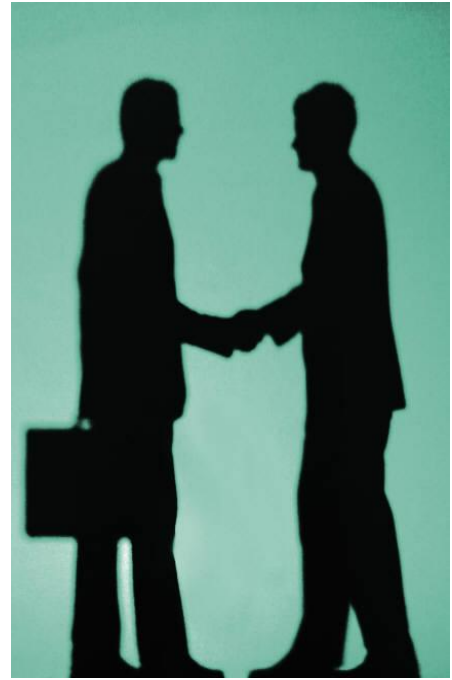


Let's look at these in more detail:

### **Golden Rule # 1: People like people like them**

Whenever we are selling to people, the more like them we are, the easier it will be to sell to them. People feel comfortable in the company of people who have common / shared interests. Whether it be family (such as having young children), knowing the same people (especially when you use the magical power of the referral), having the same hobby or supporting the same sports team we should look for similarities between us and our prospects. Identifying an area of common interest and saying to someone, *"I know what you mean"* or *"I thought the same thing"* will endear us to them and will help them choose us over our competitors.

We need to ensure though that any shared / common interests are genuine. We shouldn't just agree for the sake of it or lie to demonstrate we are like them in some way when it isn't true. People will usually be able to tell we are not being truthful, the message will be inconsistent with the other messages we are sending out (our words will probably be in conflict with the tonality of our voice and our body language) and this will be identified by their 'sixth sense' as not right. This will more often than not give our prospect a reason not to buy from us (simply because it doesn't feel right). And, when we give them any reason to doubt us on any subject, we shouldn't be surprised if they then doubt us on other things that we say.



## **Golden Rule # 2: People buy what they want**

Whilst at the base of virtually all purchasing decisions there has to be a need\* I honestly believe that people buy what they want. Whatever is driving their need, be it that they have to buy our product / service due to absolute requirement (i.e. food and drink), or as an improvement in status (i.e. a better house or car) they can probably choose from a range of suppliers to fulfil that need. People will evaluate options, consider what is out there and choose the one they prefer (in other words the one they want to deal with) and it is our job to ensure we do everything we can to be chosen.

(The exception where a need does not have to be present\* is where budget is no issue, usually in the case of a luxury purchase. In such cases it is all about what people want and need doesn't enter into it, only a desire to be, have or do the best.)

## **The Golden Rules of Selling - The 20 Fundamentals for Sales Success**

These pages are taken from the eBook The Golden Rules of Selling and are available as a free download to give you an example of the content and style so you can determine if you wish to invest in the eBook from the Wit2S.com website at: <https://wit2s.com/in-co-programs%2Fseminars-1/ols/products/the-golden-rules-of-selling-ebook>

About The Golden Rules of Selling eBook:

Whatever you're selling, whatever your products/services and industry, whenever you are selling you'll always have the best chance of success when you abide by 20 fundamental (golden) rules. Steve Lewis-Brammer explains what they are based on his research spanning nearly 30 years of interviewing, observing and modelling top performing salespeople across a range of industries. Whilst some of the rules are simple and straight forward, others are not so obvious. Yet all make a significant impact on results when they are applied. Steve's simple, straight talking approach gets you to evaluate what you know, how you're applying it and challenges you to keep raising the bar so your success increases to the levels you always wanted to attain.

This eBook forms part of the Wit2S success mastery development series and can stand-alone or form part of a 360 degree development program. It is suitable for those who are new into sales, as well as more experienced salespeople, for those responsible for managing salespeople and those who are in business wanting to understand selling to improve their results.

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*The 20 Fundamentals for Sales Success*

An eBook module from the Wit2S success mastery development program:

**What**

**It**

**Takes**

**2**

**Succeed**

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