



20 Secrets for Sales Success

By Patrick Helmers

I have an opinion that's contrary to what many people think. I believe anyone can learn sales. I reject the idea that you either "have it", or you don't. With practice and patience, I believe anyone can become proficient at finding clients, building relationships, and providing value. Let me prove it.

Answer the following:

- *Do you like to help people?*
- *Do you like to lend a hand?*
- *Is it rewarding for you to see that others better off because of something you did?*

If you answer **yes** to any of these questions, you have what it takes to succeed in sales.

Here's a list of 20 Secrets of Sales Success. This is a list about understanding people, building relationships and providing value. I'm mystified why these ideas are such a secret, but they are. Until now!

Let's pull back the curtain and grow your selling skills today:

1. You can't win a sale if you're not out selling. Procrastination kills more sales than the competition, the economy or weak products combined.
2. Not everyone is going to buy from you. There are people who don't want change, of any kind. Like bad weather expect it. Bring a raincoat.
3. Personal relationships are the foundation of a successful business. Treat people well and they will gladly help you succeed.
4. The best way to know what your customer wants is to ask and listen. Really listen.
5. Exceed expectations and you'll have a client for life.
6. Optimism sells. Root for good health, happiness and success for a positive return on investment.
7. Don't think about the commission when selling. Rather focus on how you can help and serve your customer.

8. Don't call on people only when you want to make a sale. Treat clients like friends, offering help and advice when needed. Build relationships for the long run.
9. Treat all cold calls as an opportunity to serve. First discover their troubles to see if you can help.
10. Get to know your competition. Someday you may want to hire them or ask them for a job.
11. Relish the competition inherent in business. Treat it like a game, with each day starting a new game. Business is too serious of thing to take too seriously.
12. Competition is good. It's proof that people are willing to spend in your market. If there's no competition it may be a sign that you're in the wrong business.
13. Something the competition can never match is your personality. You've cornered the market with your unique history, knowledge and wit. Use it to your greatest advantage.
14. People love an underdog. If you're late to the market, go the extra mile and your clients will laud your efforts.
15. Don't be afraid to ask for help. It's surprising how people want to help, coach and open doors for your success. When customers buy, they invest in your success.
16. Pick your boss and employees carefully. When hiring it's a case of matchmaking. It must be a win for all parties.
17. If you make a mistake, apologize immediately. Then go above and beyond to make amends. People expect problems, but they also expect you to make it right.
18. Have a plan and strategy for making sales in your niche. Make sure your daily tactics and milestones align with the plan. Time is a scarce commodity. Use it wisely.
19. Ambition is the fuel of success. It doesn't guarantee victory, but without it you're dead in the water.
20. Find a mission worthy of your skills, energy, and enthusiasm. Belief in yourself and your business. You will find it good comfort when all alone and struggling to sell. Once you know the "why" you're in the business, the rest will fall in place.

Ernest Hemingway wrote *"There are some things which cannot be learned quickly, and time, which is all we have, must be paid heavily for their acquiring."* This is so true.

I've had some thrills and defeats but from all this I've collected these sales secrets. I share them with the hope that they will elevate your sales skills to the next level. Use them wisely.