

# 5 SALES SECRETS

**THAT WILL**

**BLOW  
YOUR  
MIND**

smarter selling  
stop talking and start listening!

# We have five secrets to increase your profit immediately

In less than 20 minutes, you will have a better relationship with the word 'sales'.

You will enjoy and embrace the sales side of business. You will find prospecting easy. You will be excited to reach out to your current customers and they will be tripping over themselves to buy more.

Everything you think you know about sales is about to change forever, starting now.

## The 5 Smarter Selling Secrets of Sales

1. Sales = helping
2. Understand your customer
3. Stop talking and start listening
4. Do what others will not do
5. Be in charge of your mindset

As you read each secret, smile as you realise how easy this will be to implement into your everyday. Marvel in its simplicity. Like a wheel, the simple things are the most effective.



## Secret 1

### Sales = helping

Think of it this way: there are people that need something solved. These people may need what you have. If you don't let them know you can help them then you are in fact doing them a disservice!

#### **BE POSITIVE ABOUT YOUR SOLUTION**

You need to be 100% certain in your offering as what you feel, you will project onto the client. In other words, if you're only 90% sure that it will be useful, then the best the client will feel is 90% sure.

#### **I'M HERE TO HELP**

Start off each day and interaction with the thinking 'I'm here to help ... I can't wait to see how I can assist them in this area ...'

#### **YOU NEED TO LET MORE PEOPLE KNOW**

Understand how your solution can assist people in their lives and work by making them happier, saving them money, making them money, or saving them time.

This will help you to look forward to reaching out and assisting people. The more people you see: the more people can benefit!

**A LIGHT BULB MOMENT FROM AN ATTENDEE AT ONE OF OUR SALES TRAINING WORKSHOPS:**

*'What I'm really doing is helping people'*



## Secret 2

# Understand your customer

The problem with most people when it comes to sales is they feel they need to SELL AT someone. They don't even know the customer. So, any selling AT them will be a guess in the dark of which features and benefits to discuss. We call this 'spray and pray' - the very reason you are not getting the sale.

### **STOP TRYING TO SELL!**

Stop trying to 'persuade'. It is borderline desperate and needy. People can sniff it a mile off. Move your attention and focus onto understanding your client and how your solution can help them.

### **ASK QUESTIONS**

Questions are the key to understanding your client. Gather an arsenal of questions which will keep that client talking about their situation. Open questions (where they have to discuss their needs) are usually winners as they require a full explanation from your client. When you have asked them and they have answered, ask more. Keep asking.

### **BE INQUISITIVE**

This shouldn't be an interview, your questions should be a natural expansion of what they are saying. Phrases like 'explain further', 'expand on that', 'walk me through how that works ...' will help the conversation flow. It needs to be obvious why you are asking the question. Be interested in your voice and tone. So, conduct it all in an inquisitive manner. Be on the same side as them as you do so.

**THE KEY TO MORE BUSINESS IS  
TO ASK MORE QUESTIONS**

*Charmaine Keegan, Director & Founder, Smarter Selling*



## Secret 3

# Stop talking and start listening

Your only talking should be asking fantastic questions. 90% of the time, the client should be talking. You need to be listening.

### **BE PRESENT**

Have hundreds of questions practised (in the toilet, in the shower, whilst driving) so that when you are with the client, you can be truly 'present' and absorbed in what they are saying (and not saying). You need to be totally engrossed in their situation.

### **LISTEN AND BEWARE**

Our brain looks for patterns: to make sense of the world, it takes shortcuts. The problem is we are so conditioned to this that we don't even know it's happening. Therefore, we automatically do two things: firstly, we hear what we want to hear. Secondly, we fill in the gaps and we jump to assumptions.

### **ALIGNING**

Now that the client has emptied out, you can now put forward your solution. It needs to be 100% aligned with what they want and put forward in a way which aligns with their values, motivations, desires, likes and dislikes.

**'STOP TALKING AND START LISTENING'**

Charmaine Keegan, *Director & Founder, Smarter Selling*



## Secret 4

### Do what others will not do

While I was blueberry picking with my 6-year-old, he said 'Mum, let's go through the middle of the row'. It looked like an ordeal to get there, so I asked him why. His response was 'If you do what everyone else has done, you will get what everyone else has got'. Thanks 6-year-old, that's what a business development person would do: find another way in the door.

#### **PLAN**

The answer to your dreams is having continuous growth. Business development professionals know how much time needs to be dedicated to growing the business. They know how many calls and meetings they need to do to exceed target.

#### **TAKE ACTION CONSISTENTLY**

You don't get thin by eating one healthy meal - and you don't grow the business doing business development once. Put regular times in your diary. Stick to it. Be disciplined.

#### **FOLLOW UP**

The average number of follow ups for a sale is 12. But most sales people give up after 3. The hard work has already taken place and then you lose it to a competitor simply because they follow up more times than you. Learn how to add value with each of your 'follow ups' so it's more than "I'm just following up on our conversation".

**'IF YOU DO WHAT EVERYONE ELSE HAS DONE, YOU WILL GET WHAT EVERYONE ELSE HAS GOT'**

Ernie, age 6.25



## Secret 5

### Be in charge of your own mindset

Success begins and ends with your mindset. If you think that client won't buy, you will prove yourself right. If you think you need to negotiate, you'll prove yourself right. If you think the market is tough, you'll prove yourself right. Conversely, if you think you can make 20 calls a day and the market is buoyant, you'll prove yourself right. If you think it's easy, you'll prove yourself right. You really are acting out the sum of your thoughts.

#### **REFRAME**

One of the easiest ways to flip any negative mindset is to do a reframe. Quickly think of something worse. I read once that if we all wrote our problems on a piece of paper and threw them in a hat, once we saw what others have written we would quickly grab our own out again. How can you reframe your current situation?

#### **POSITIVE ANCHOR**

Remind yourself of the client who said 'Thank you, this solution really helped', the email you kept from a happy client. Feel the feelings and hear the words of happy, contented clients.

#### **GRATITUDE**

Start your day with gratitude. It's no surprise that if your standard of living has increased tenfold from when you were young, then you probably start each day knowing how lucky you are. If you are already blessed, then take a trip to a shelter or hospital. Or travel to a place where ten living in a room is normal – and they count themselves lucky that they are not on the streets.

**SUCCESS STARTS AND ENDS WITH YOUR  
THINKING, CHANGE YOUR THINKING  
AND YOU CHANGE YOUR RESULTS.**

*Charmaine Keegan, Director & Founder, Smarter Selling*



## About Charmaine Keegan

Charmaine Keegan is on a one-woman mission to give sales the recognition it deserves.

*"I want people to stand out in a crowd and feel really pleased about their job title as a salesperson."*

*Why? Sales is a valuable profession!*

*As salespeople, we are consultants, and we have a really important job to do.*

*Our key focus is on understanding our client and providing solutions. Selling with authenticity and integrity supports our clients, solves their problems and makes their lives better.*

*Sales is a simple process, but being an effective salesperson takes strategy and skill.*

*I am passionate about selling, and empowering others to sell well."*

Charmaine Keegan is a Keynote Speaker and Founder of Smarter Selling – with a sales career spanning 30 years.

She has trained over 8000 sales professionals, empowering them with the confidence to embrace selling with integrity and authority, to deliver immediate revenue growth.

Her approach to sales involves five elements:

- Intent to help
- Clear Strategy and Process
- Exceptional Sales and Communication skills
- Personal Accountability
- Positive Mindset

Charmaine is fascinated by human psychology. She is a Certified Trainer in Neuro Linguistic Programming (NLP), Hypnotherapy and Timeline therapy. She has authored over 20 ebooks and is a sought-after panellist and keynote speaker.

Smarter Selling training programs set sales leaders up for success, helping them to develop high performing teams via simple to execute, contemporary and proven sales methodologies.

Renowned for being engaging, practical, interactive and fun, Smarter Selling programs are conducted face-to-face and online.

Training created by a sales expert for salespeople.

# At Smarter Selling we make selling easy.

We make it easy for you to sell and easy for your client to buy.

Learning more is easy too!

Connect with us on LinkedIn for our sales tips.

Contact us now to find out about our sales training workshops which will catapult your results and drive more revenue growth.

Read more of our sales tips  
and strategies on [LinkedIn](#)  
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