

What is the Best Advice on Selling You Have Ever Been Given?

by John Lebedevs

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Just as the Golf Course Superintendent is a person who wears many different hats, I believe that a good salesperson also wears many hats. Some of the best advice a good salesperson should adhere to would be; be persistent, enthusiastic, creative, attentive, a friend to the customer, and above all honest.

The advice quoted most often as the "best" was to hang in there and realize that it takes an incredible amount of perseverance to make it as a salesperson. Be persistent and realize that failure and rejection are part of the sales game. Don't quit, you must be able to take rejection and go on to other projects without reminiscing. With the popularity of the car phone and Fax machine you should not lose sight on the fact that selling is still a face to face activity. If you're not face to face with your customer eighty percent of your time, regardless of the outcome, you're really not selling.

Salespeople, according to a consensus of panelists, do have to be more upbeat than the rest of the population. They also have to take that level of energy and enthusiasm with them on every call and draw on it with every rejection they face. Salespeople have to ask creative and imaginative questions that will elicit what their customers needs and concerns are. Learn to listen — too many salespeople just tell their own story, instead, you have to listen to what your clients are actually telling you. Then you can tailor your approach to show your client how they can achieve their goals.

Honesty is the best sales policy. Successful selling is not selling useless products, or selling to people who don't want, or need what you are selling. Having an honest belief in what you're selling is mandatory; helping your customer find a justifiable use for it produces a win situation.

Sell the customer the best solution for his needs. The best advice I have ever received is to be honest with yourself, with your employer, and with your customers. If you are truthful and direct in your sales responsibilities, you can't help but give the fullest measure of yourself to your assignment, to the product or service that you sell, and most importantly, to the needs of your customers.

Credit: Sales & Marketing Management

MAGCS Hospitality Tent at Butler National/Western Open

Scott Armstrong, photographer



Mark Schmitz, Jerry Crist, Bruce Williams & Greg Johnson



Al Fierst with his advisor on what to drink, Dr. Kane.

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