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I bring \$1Mn in sales in less than 15 months.

Here's the 11 things I learned hard way to become a top sales performer:

1. Selling is all about listening:

- selling is 80% listening and 20% talking
- Don't listen to reply or manipulate listen to understand
- Let them finish what they've in their mind

2. Identify their problems:

- What problems they're facing?
- What's their challenges?
- Are they tried anything to solve this problem before?

3. Be trusted advisor:

- Don't try to sell or pitch your product immediately
- Understand deeply where they want to go
- What is their desired goals?
- Is your product help them to achieve their goals?

4. Help them to achieve their goals:

- Understand their current position
- If they're at A and want to achieve B (Desire results)
- Explain them how your product fill that gap and help them to achieve B

5. Don't be pushy salesperson:

- Be Confident.
- Show your authenticity
- Speak clearly why they'll trust on you instead of competition
- people don't like to be sold they love to buy

6. Empathy:

- Create empathy by recognising their fears
- Label their fears and do accusation audit
- They'll understand how deeply you sense their needs

7. Storytelling:

- People don't buy product they buy stories
- share the story of your old client how you help them to achieve their desired goals
- Don't sell your product on facts sell your product on stories.

8. Emotion 80% > Logic 20%

- peoples are emotional decision makers
- psychology says we don't take decisions on logic we take decisions on emotions.
- Use these stories to activate their emotional thinking mode.

9. Get better at sales:

Replace these things

- Talking □ Listening
- Excitement □ Neutrality
- Neediness □ Detachment
- product pitching □ problem finding
- surface level questions □ deep questions

10. Relationship:

- Connect with them emotionally
- Don't just get on the call and try to pitch your product
- Understand them as a human being
- Ask personal questions
- Make them dominant in the conversation
- Do casual talk other than business
- Listen. Listen. Listen!!!

11. Be patient:

Be Impatient with your actions, but be patient with your results.

- Sales is not for the impatient peoples

- Be patient and let them decide what's best for them.

More the patience you've, greater the salesperson you'll become.

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