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Simple &
Practical
tips



SELLING AND
GETTING PAID
QUICKLY

INTRODUCTION

Irrrespective of what Idea you have, or the value you might bring to the table, without the ability to sell it, your opportunity will not go far. In fact it might never leave your table!

However this dilemma should only be seen as a challenge not a full stop, the world is full of great minds that don't like too much publicity or noise, and you have every right to feel and think that way.

One of my goals is to show people how to sell without feeling pressured.

In this book, I am drawing on my many years' experience, as a shy young man, turned sales man, turned unsuccessful

sales executive, turned Very successful
Sales director/communicator and Marketer.
I am drawing on years of Emotional
Intelligence, Hard sales Tactics and
Communication styles.

I am drawing on technology and of key
Importance the ability to embrace change
and realise you are not alone.

Welcome to the ability to sell even for the
most reserved person on earth.

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2. Personalities in business
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CHAPTER ONE

Let's understand why we are doing this!

The main reasons people in business sell a product or service is to

1. Provide someone else with a beneficial service that will help them achieve their goal e.g. a pharmacist would proudly manufacture a drug to help get rid of any type of ache or pain. A fashion designer would design a dress to enhance a ladies image and exposure, a petrol station would sell fuel to help a driver reach his destination. The idea to take hold of is this: People sell to help others. So the first thing to recognise is you

are here to help!

2. When the value attached to a product or service is agreed, what almost always follows is your reward, i.e. pay, finances, remuneration.
3. Changing the world. A lot of people believe they have good solutions to current problems, and they believe that if they can communicate and influence enough people they can change the way we live, e.g. Bill Gates and Microsoft.

So, you'll quickly find out that sales is not always about pushing products and hustling people to make money. There are many ethical reasons to sell , e.g Bill Gates wanted a PC in every home!, can you imagine how much slower this world would be without computers, software, internet and emails!

Aristotle used the Word Teleology- Meaning, Study a matter with the end purpose in

mind!

Hence, if you are selling, Why? - Why do you want customers to hand over their money for your product or service?

A question for you!

Think about this question carefully, then write down your answers.... Why should anyone buy what you are selling?

Give me 3 reasons.

CHAPTER TWO

In this chapter, I want to talk about personalities so we can build best fits for personality traits.

I am sure you realise that different personalities achieve similar goals in completely different ways.

So as long as you are trying to sell and imitate a character that is nothing like you, you might end up hating sales!

Something's are the same with all people, I have only listed things pertinent to this example e.g.

1. You have a body
2. A Mind (Emotions ,feelings)
3. You have a past

4. You want a future.

I am going to shine a light on some intangibles that often become barriers and cause some people to lose their passion for sales.

Your Body

Sometimes people wrongly feel completely insecure about their physical appearance, simply because Hollywood projects the world in a particular light!

Please take a look at Steve Jobs (RIP) he was often described as this bared footed weird, smelly strangely dressed hippie with great ideas.....and yes he died a billionaire.

One reason for his success was he sold his passion not his physical appearance, before you start to sell, are you focussed on your strengthens?

Your Mind (Emotions, feelings)

The human mind is like a sponge, it absorbs whatever it is exposed to, so if you are told a lie as the truth for long enough you genuinely believe it, because the mind is not a judge, it is a sponge. So if you want to be confident about your selling ability and the value of your products, expose yourself to information that will empower your feelings and emotions. Remember your mind will soak it in!

Let me put it this way, in case you don't realise it. You are destined to sell and sell well however, if you don't realise the value of your idea or capability you can easily be persuaded to drop your idea because someone tells you it won't sell or that you can't succeed with it.

Note! if you don't value your own ideas, you can easily be sold lies and buy into them endangering your own future.

(A sale is like life, its rarely given, you have to take it)

Seal up your emotions and feelings and communicate to the world why they need to buy your products and services.

Your Past

Your past history may have left you scarred. Not with physical scars, but with mental ones.

Perhaps thoughts and memories like these echo or ring in your mind each day and affect your current thought patterns, attitudes and behaviour:

“You are not good enough!”

“Never let anyone talk to you in that tone!”

“Sales men are all crooks they have ruined our family, taken our savings and sold us this worthless junk I hate them all”

“Anyone that makes millions in business is usually dining with the devil”

These echoes from the memories of your father or mother or a person you looked up to including past teachers may become ghosts of limitation, voices you cannot easily silence, scars from your past limiting your future.

In essence they become the unseen factors and limitations blocking you from achieving your potential, so others can see your gifts and abilities, but can't comprehend your lack of success.

Nevertheless these thoughts and voices can severely limit your ability to sell, precisely because your mind soaks in what it continuously hears!

Your future

{Of course you want a future. That desire is fuelled by hope. Your future may be a picture of you with a business that the wider community have valued correctly.}

CHAPTER THREE

Let's take a look at some of the tools we can use to aid us sell

1. Passion and great verbal communication skills
2. A partner who has strengths in sales
3. A well-developed business development model that anyone can follow
4. Sales partners
5. Sales staff
6. Internet based sales routes

Passion, yes I suspect that was the reason why you started this business.

Verbal communicator? If this is something you don't have, look at one of the other options I listed above.

A Partner

How do you select a partner, well do a SWOT Analysis on yourself , i.e. your strengths and weaknesses and everywhere you score low is an indication of where to seek out a partner who shows strengths in those areas, in this case someone who is great with the communication but, maybe does not have a great business model thereby complimenting you.

A well-developed business model:

If you are able to literally copy another model or you are starting a franchise, this will apply to you, and all you have to do is sit back and follow the instructions all the way to the bank.

Sales Partners:

You may outsource your entire sales operations to a 3rd party specialist company that understand your market place and can totally focus on selling only, this is a great

way if there are enough margins with your products.

Sales Staff:

Hire a sales team or sales person, who can focus on selling , the difference between this person and a sales partner would be this person would be Internal to your business and may be of a different calibre and expertise than an external agency.

Internet based routes:

This is a whole maze of opportunity and perhaps the most cost effective, the ability to generate new markets and reach out to markets is limitless on the internet, in fact all the above in different degrees use the Internet.

My advice is to buy a model, a simple business model with a built in web site, normally referred to as “An end to end sales business model” and use it to interface with your market place.

CHAPTER FOUR

Power tips to stay focused on Winning in sales

1. To be great at sales, you need to rehearse and master what you are selling.
2. You need to make sure you are selling to a real available customer and not just an interested person.(otherwise known as time wasters)
3. You have to believe in your product and be calm in your emotions and feelings.(let people sense your believe and mastery of product)
4. You have to be able to mirror the type of person you are selling to.(people buy from who they understand, be like them)

5. You have to be in the sea of opportunity all the time (stay connected to markets, anti-social doesn't work in sales)
6. You need energy and focus to sell (Sales are rarely given they are taken)
7. You have to realise that a 'No' from a client is not a personal rejection. (people are naturally defensive "No" means I don't understand)
8. Comfort is no friend of great success in sales. (Do things you've never tried before)
9. Remember you must keep your clients audience, never let their eyes glaze with no interest. (Engage with what people stand to gain from your product/service, not how good it is)
10. Key Incentive, People always want to know what's in it for them- so focus on benefits.

My Closing Statement:

Please understand this, Planning works! In sales this is how it works, set goals e.g, to make sales of £10,000 a month.

That means as a guide only, £2500 a week, or in a 5 day working week £500 a day or in an 8 hour working day £70 per hour of sales.

So your goal is to utilise your time and make sure you are selling and can monitor it by the hour or , you have another yardstick to measure, for example you might be selling big tickets.

If you honestly want to know more about this, sign up for my “Real Sales Master class” Quote MCS13, it entitles you to 10% off.

Thanks

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POWER QUOTES

All my thoughts when I sit down and plan to take charge of a new territory.

“Success is never a mistake, when you look intensely for what you want it will emerge, wisdom is the ability to manage and keep your success”

“Morning is when you recognise the beginning on the Inside, not when the sun rises”

“Everything from the beginning multiples, and every fruit and animal has multiple seed from within; your business should be able to do the same”

“There is strength in numbers, therefore increase your value adding network, least life forgets you”

“Mastery is often achieved, when you break ranks with mediocrity, get rid of the weights”

Useful Websites to Visit

www.samonigbanjo.com

www.greatbusinessplatforms.com

Join and use Social Media, LinkedIn, Twitter use Mail out softwares and memberships to keep in touch with your customers.

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