

# 9 Secrets to Faster Sales

By Debi Einmo ([www.einmomarketing.com](http://www.einmomarketing.com))

When a famous realtor was asked for her secret to success, she responded with a phrase that has been quoted often: “There are three things important in Real Estate: Location, Location & Location.”

Unfortunately not every listens when folks attempt to offer pearls of wisdom. A few years ago my cousin Gerald found a lovely home on a small lake. The house was built facing the lake in order to take advantage of the view. Unfortunately this meant that visitors actually arrived at the back of the house as there was only one driveway to the house. Additionally the neighborhood surrounding the house was a bit questionable. At the time I asked Gerald if he was concerned with whether or not he’d be able to sell the house or if he could recoup his investment. Gerald replied: “We are buying not selling!” A sudden change in employment, five years later, forced Gerald to sell his lake-house at a significant loss.

It is generally accepted that to be prudent in real estate the would-be buyer should be looking ahead to the day when they may need, or choose, to sell the property rather than thinking of the “now”. The future can be uncertain but with a little preparation we can protect both our homes and our wallets. Gerald is a great example of why most realtors agree with this statement: *It’s much easier to sell an unattractive home in a desirable location than it is to sell an attractive home in an undesirable location.* Why? Because that old adage (location x 3) in real estate still holds true. Here’s another rather well known realtor saying: *“A good location won’t make a sale, but a bad location will surely kill one”.* Before buying, location should be researched and closely considered as part of the decision-making process.

# 9 Secrets to Faster Sales

By Debi Einmo ([www.einmomarketing.com](http://www.einmomarketing.com))

Page | 2

A comparison to real estate can be made to any type of sale....no matter what you are selling, you need to research the situation to find the hot points and prepare yourself for the sale, long before you are on your way to the potential customer's office. Once you are there it is too late. Therefore, for general business the secret to success should be summarized as: Preparation, Preparation, and Preparation!

Below are the nine (9) tips to help you land more sales quickly by properly preparing before your visit to your potential customer.

**# 1: Know Their History.** Where are they coming from? How did they get here? What do they know about you and your firm? What dealings have taken place in the past?

Today the internet permits a vast amount of research on your potential customers, both quickly and easily. Review their website, reading their current employee newsletter and any recent press releases. If you have time follow links to past information that is likely to be stored on the website as well.

Utilize your favorite search engine of choice to find what other folks are saying about them which includes news articles and magazine stories. After following links on page one of the search engine, flip to page three or four to see less well known facts that only someone with high interest would learn.

# 9 Secrets to Faster Sales

By Debi Einmo ([www.einmomarketing.com](http://www.einmomarketing.com))

Page | 3

**# 2: Frames of Reference.** What ideologies and situations might affect your potential client's decision-making? Do they have a certain way of viewing your offering? If you are dealing with a prospect employed by a larger corporation, how do they feel about their own company? Will their happiness or discontentment with their employer overshadow your presentation?

Whenever possible, it's a good idea to invite the prospect to lunch to discuss the company, asking for background information to assist you in making the "best and most efficient" presentation possible. If lunch isn't a possibility, attempt the same with a phone call. If you precede the request with "I only need 10 minutes of your time" and stick to it, most folks are willing to help, especially if they know you already have an appointment later to conduct a presentation.

**# 3: Needs and Desires.** Where do they want to go? How do they expect to feel when they get there? How do they think they're going to get there? What do they think will prevent it?

**# 4: Likely Objections.** What is going to cause them to balk? How fervently do they believe in that objection? How real is it? Might it block the deal, no matter what you say or do?

**#5: Capacity to Act.** Are you communicating with decision-makers or seat-warmers? If decision-makers, what decision do you want them to make? If they are not decision makers then why are you talking to them?

# 9 Secrets to Faster Sales

By Debi Einmo ([www.einmomarketing.com](http://www.einmomarketing.com))

Page | 4

While information gathering may play a key role in your success, once it's time to pitch.....you need to pitch to the right person. If you're playing baseball, you have to pitch to the person with the bat...just pitching around the outfield doesn't help you win the game. Research your prospects position in the company and ensure you are at the right level. A phone call to the receptionist will confirm his title and a call to accounting will confirm his "signing" ability.

**#6: Decision-making Style.** If they're decision-makers, how do they make decisions? Are they all about facts and figures? Or do they decide according to a gut feeling? This flows into number 7 below...the personality of your prospect. If you know how they think, then you can also determine how best to lead them to a decision spot.

**#7: Know the personality of your contact.** Does your contact like to make a decision on the spot or does he need to think it over for a time? Is his preference to be the center of attention or does he prefer to be part of the background?

Our personalities are part of who we are, like it or not. Just as you have your "comfort zones" when it comes to social settings or decision making, the same is true for your prospect.

If you have a "let me think it over" kind of guy or gal pushing them to make a fast decision will only turn them off. If they need time to think, let them have it. But be certain to tie down the timeline when you can expect a decision. Even the slow movers will commit to a future date, to which you can follow-up.

# 9 Secrets to Faster Sales

By Debi Einmo ([www.einmomarketing.com](http://www.einmomarketing.com))

Page | 5

**# 8: Start small:** Everyone loves the home-run at a baseball game...its exciting, thrilling and unusual. But most games are not won by home runs. Instead, they are simply the number of runs batted in from the bases. So the secret to winning a baseball game is to get on base....repeatedly....not to go for a homerun each time. This is also true for sales. One of the sharpest sales people I have ever met is named Marriott. He is likeable, tenacious and very successful. He was employed with a large company and almost a decade was honored as the best salesman every year. One day I asked him for his secret to being a successful sales person. Marriott replied with the following:

“I always get an order. Granted the first one may be for only \$500, but I never leave without a commitment for something. When I return to the plant, I walk that \$500 sale through as if it is a \$500,000 sale. It becomes my baby and I make sure everything goes off like clockwork! After the shipment is fully delivered I go back to that customer and ask for a bigger sale. Why not? After all I did a superb job on the first order! It doesn't usually matter if the next order has a small hiccup or two since I proved myself on the first sale. As you might guess It doesn't take long to build up the sales numbers in this manner especially since my follow-up orders are usually 10 – 20 times the original order.”

Like Marriott if you start small, and prove yourself, you are likely to obtain much larger sales at a later time with much less effort.

# 9 Secrets to Faster Sales

By Debi Einmo ([www.einmomarketing.com](http://www.einmomarketing.com))

Page | 6

**# 9: Assume the sale:** The final tip Marriott provided to me was that he always assumed he would make a sale, never really considering “no” to be an option. After all, he had a great product, the customer needed the product and the customer had the ability to pay. The only question, in Marriott’s mind, was how many?

If you assume your potential client will say yes to your proposal or pitch the entire tone of the presentation is likely to change. But in addition to increased confidence and altered mannerisms you will need to create all the necessary paperwork as part of your preparation. For example, since Marriott is certain he will close on a deal he fully prepares and prints all sales information including the sales order, delivery information and other details needed. By having a nicely printed document at the ready, you are sending a powerful message to your potential customer. Just like Marriott’s approach, it is much easier to strike through a quantity and edit a printed document than it is to attempt to create a handwritten order on the spur of the moment.

## Summary

Once you understand these nine perspectives, you can tailor your conversation or presentation to match what is needed. The bottom line: Preparation, Preparation and Preparation. Your prospect will be impressed by your actions.

###