

The 12 Greatest Rules of Sales

By Daniel Ally

1. THE FORTUNE IS IN THE FOLLOW UP. REACH OUT TO AS MANY PEOPLE AS POSSIBLE
2. FIND OUT WHAT THE CUSTOMER NEEDS & GIVE IT TO THEM IN THE WAY THEY NEED IT
3. USE YOUR PRODUCT OFTEN IF YOU WANT TO SELL IT ENTHUSIASTICALLY
4. ASK FOR REFERRALS AND TESTIMONIALS FROM YOUR HAPPIEST CUSTOMERS
5. SEND HANDWRITTEN THANK YOU NOTES , HOLIDAY CARDS, AND GIFTS OFTEN
6. BUILD AS MUCH VALUE AS POSSIBLE WITHOUT REDUCING PRICES IMMEDIATELY
7. REDUCE YOUR PRICES IF IT'S THE ONLY WAY TO SECURE A LEGITIMATE CLIENT
8. DONT BE AFRAID TO SELL. SERVING IS SELLING AND SELLING IS SERVICE
9. ALWAYS TAKE THE SALES CALL EVEN WHEN IT'S INCONVENIENT & DONT WASTE TIME
10. IF YOU FEEL GUILTY ABOUT SALES, YOU'RE SELLING THE WRONG PRODUCT
11. BE NICE TO ALL ONE WHO CANT PAY NOW MAY LEAD TO ONE WHO CAN PAY LATER
12. FRIENDS MIGHT NOT BECOME CLIENTS, BUT CLIENTS CAN ALWAYS BECOME FRIENDS