

SUCCESS: The Long Term Customer

Successful sales people in just about all industries get 75-plus percent of their sales from repeat business and from client referrals from satisfied customers. Long-term customers are the very best kind to nurture. Sales people have to learn to walk away from a sale when it is not in the best interest of the customer. Ethical selling is the best way to go. Here are four guiding principles to professional selling.

- ① Professionals are defined not by the business they are in, but by the way they are in business. Professionals work for the customer. Professionals are forever upgrading skills.
- ② Prescription before diagnosis is malpractice in any business just as it is in medicine. Sell the customer what he/she needs, because the need is there.
- ③ People do not buy because they are made to understand. They buy because they feel understood. Avoid being too technical. Avoid jargon.
- ④ When two parties want to do business, details will not stand in the way. People want to do business with people they trust.

A capsule guide to effective human relations:

- *Remember people's names.*
- *Encourage others to talk.*
- *Make people feel important.*
- *Be sincere with compliments.*
- *Stick to the best topic of conversation - them.*
- *Think twice; speak once.*
- *Discuss anything - but never **argue**.*