

"Selling it Softly" Sue Rusch

Monday conf call 10/25/10

Mannafest 2011 Registration ...put your stake in the ground

US Roadshow starts Nov. 8; Mexico Roadshow Nov 16

TNL – Al and Johanna Bala – Bilingual Presentation 7:30 PM CST

www.mannatechlive.com

Book Review: Selling it Softly By Sue Rusch

1. Introduction: her story
 - a. What did you want? What is your WHY?
 - b. You must first believe in yourself.
 - c. Her business failures gave her tremendous help in knowing what does not work.
 - d. It took ten years of hard work to earn a 6 figure income.
 - e. Learn the business, learn to manage yourself, learn the difference between managing results and leading people.
 - f. Direct sales is more than having a business; more than doing business. It is about getting business.
2. The Phases
 - a. Phase I: Getting Started
 - phase happens many times over...you kick yourself out of a slump over and over again.
 - 1) reconnect with associates
 - 2) revisit the basics of direct selling
 - 3) reboot your own personal motivation
 - b. Phase II: Green and Growing
 - 1) Put your butt on the line (her husband went back to school)
 - 2) Become wiser about your time
 - 3) Recruit with more intention
 - 4) Make your goals more measurable
 - 5) Organize more effective team meetings
 - 6) Have more frequent team meetings
 - 7) Focus more on what other people want than what you want
 - c. Phase III: Intentional Duplication
 - 1) Help build team to have expectation of success
 - 2) Where to spend your time: invest in those who invest in themselves
 - 3) Build a balance between teaching skills and building independence
 - 4) Enjoy giving recognition

2. The Art of Selling

In a people business, part of the art is connecting with people.

You also must show up to be one person: yourself!

a. What customers want and need

We're in the business of inspiring customers to connect with the life enhancing benefits of what we have to offer.

Make the buying experience personal.

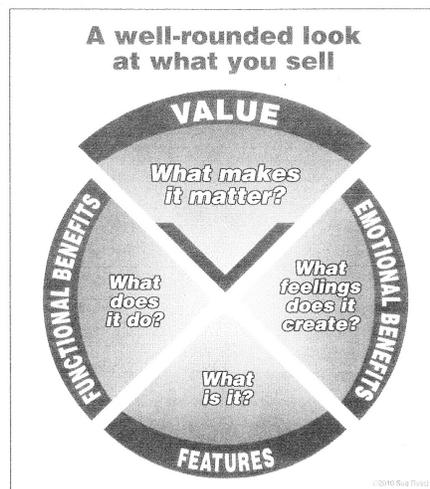
Product Demonstrator	Sales Professional
Focus on the product	Focus on the people
Emphasizes features	Emphasizes feelings
Shows what a product can do	Shows how it matters

Possibilities your customer may never have considered:

1. A desire to save time
2. A desire to save money
3. The need to feel appreciated
4. The need to appreciate others
5. The need to realize a dream
6. The need to belong
7. The need to feel in control
8. The need to connect
9. The need to be noticed

b. What you sell and why it matters

Four questions to refresh your thinking about the products you sell:



- 1) Features...what is it? Don't get into too many specifics
- 2) Functional Benefits...What does it do?
- 3) Emotional Benefits...What feelings does it create?
- 4) Value...What makes it matter?

Even though these are numbered this is not because this is a set order.

c. A softer style of selling

- 1) You are selling with people not to people...master the art of engaging your audience.
- 2) Your experience with products is critical
- 3) Meet your customer where they are (not a an expert but an enthusiastic consumer)
- 4) "Direct sales is less about finding prospects who need your products, more about building relationships with people who will lead you to others."
"Relationships are central to success."

3. Saying It Softly

a. "Imagine..." is soft and effective

Get your customer to imagine their life with your products...create rich and colorful images, ideas and possibilities.

Ex: Imagine having the opportunity to create a legacy with your kids, grand kids, etc. on their desire for only the healthiest foods.

Imagine having a business generating thousands in residual income every month to leave to your children and then they leave to their children...

b. "So, what..."

Make what you say compelling and relevant. If you find yourself getting carried away with features, say "So, what does that mean to you?"

Rethink and get back to connecting to your customers, their wants, and their needs.

c. "You may be thinking..."

Opens the door to discuss the person's concerns...you get proactive in addressing common concerns. Head off potentially negative concerns.

d. "Your toughest choice..."

Shifts thinking from whether to buy to which to buy

Lead your customer to consider choices. This language removes the decision whether to buy and gets to what to buy.

e. "What people tell me..."

Helps you share with customers other customers experiences.

f. "Have you thought about..."

Invites people to stretch their thinking...much softer approach than the direct approach. "Have you thought about making a bigger commitment to the health of your family?"

g. "Oh, by the way..."

Is your way of delivering or introducing that detail.

(use the product guarantee)

h. "If we could find a way..."

You help your customer to solve a problem. It also helps to find out if one hesitation is what is truly the one thing holding them back.

"Let's put our head together and find a solution."

g. "If you are someone who..."

Good to use to make the person you are working with feel like you are talking just to her/him. No one wants to be just anyone. Everyone wants to be someone.

h. "Great choice

Your customer may just need a little bit of validation that she has made a good choice.

4. How to start?

Adopt one phrase at a time

Practice at home

Practice with co-workers

Make it your own

5. Discussion Questions

In her book Sue offers discussion questions on each chapter that might help as you review the book if you choose to do so with your organization.