

The Seven Steps of *Successful Selling*

1. Set the Stage.

This simply means to put the prospect in the position that is most comfortable **for you** to give your presentation.

2. Control the Situation.

If you don't control it in the beginning, you won't control it in the end. If you can't control it in the end, you won't get the order.

3. Maintain the Continuity of Your Presentation.

Give your presentation exactly as you learned. Don't jump all over the place.

4. Get Commitments.

A commitment is any question that makes your prospect agree with you. Do you see what I mean? You should get 100 commitments during your presentation. Do you follow me?

5. Be Enthusiastic.

Enthusiasm is from a Greek root, en meaning "in" and theos meaning "God." You get back what you put out. If you are enthusiastic with your prospect, he or she will react to you and be more enthusiastic.

6. Be Sincere.

Your sincerity will inspire belief which will cause your prospect to believe what you say and to feel the authenticity of what you are saying.

7. Close – Ask for the Order.

You cannot lose something you haven't got. If you do not **ask** for the order, you will never get it.