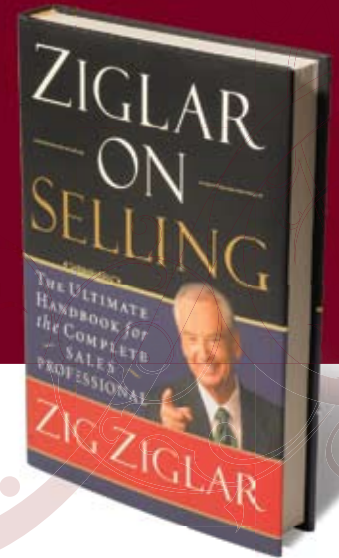


Ziglar on Selling

by Zig Ziglar



Secrets to Surviving and Thriving in Sales

Learn (or relearn) the basics and take your career to a new level

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QUICK OVERVIEW

Ziglar on Selling delves into the fundamentals of sales. The book, Ziglar says, was written for four groups of people: those who are new to sales, pros who want or need to be reminded of the basics, salespeople who are stuck in their careers, and everyone else. “Every person in every profession is a salesperson. If you are just beginning to understand this concept, then regardless of how long you have been in your business, you are new to the field of selling.”

Ziglar shares stories from his lifelong career in sales, and the wisdom he’s gained offers trustworthy guidance. The book covers topics ranging from the specifics of prospecting, overcoming objections and closing the sale, to life issues common to salespeople, including family, health and travel concerns. Indeed, *Ziglar on Selling* is aptly subtitled *The Ultimate Handbook for the Complete Sales Professional*.

APPLY AND ACHIEVE

Looking back over my career as a salesman, sales manager and sales trainer, I have no doubt in my mind that the most successful sales professionals continue to have the attitude of the beginner. The selling pro who gets to and stays at the top of the profession is an “experienced rookie.” By this I mean that when we approach sales as an ongoing learning experience, we are continually learning the “little things” that make the “big difference” in our careers as sales professionals.

In *Ziglar on Selling*, I have made the effort to take my fundamental selling experiences that began in the 1940s and show how the fundamentals remain constant, but you and I may not! The two of us (you and I) must continue on our pilgrimage by

SUCCESS Points

In this book you’ll learn:

- Why prospecting is the most important element of sales
- How to reduce anxiety and use it to your advantage
- How to uncover a prospect’s wants, needs and objections
- Practical techniques for closing the sale

SUMMARY

Ziglar on Selling

learning, living and looking: learning from the past without living there; living in the present by seizing each vital moment of every single day; and looking to the future with hope, optimism and education.

One of the basic truisms of selling is that “slumps” will occur. You are going to hit those plateaus where nothing seems to work very well personally or professionally. Inevitably, those who slump get away from the basics. In over 40 years of selling everything from tangibles like cookware to intangibles like insurance and training, as well as teaching people who have literally sold every item you can imagine (and some you don’t want to imagine), I have discovered the surefire way to end the slump: *Return to fundamentals with the proper attitude.*

YOU MADE THE RIGHT CHOICE

Selling can and should be fun, so let’s make it clear from the beginning that a sense of humor combined with self-esteem that allows you to laugh at yourself will play a significant part in your chosen profession. How I wish someone had made that fact clear to me when I got my start. Laughing more often and feeling better about myself would have prevented many of the bruises to my fragile ego during those difficult days early in my career when I was trying so desperately hard to survive.

One reason new salespeople never get “in the business” (or fully commit to the profession) has to do with the information they receive. Poor information and poor preparation may have always been the case, and that may never change. But *you* can do a few things to minimize the shock.

First: Realize that the majority of highly paid veterans in sales (or in any field) are hard workers. The best-paying hard work in the world is selling, and the poorest-paying easy work in the world is selling!

Second: Remember, if you apply yourself to the job and absorb the training offered, your productivity will go up, and your stress and fatigue level will go down.

Third: Work to stay current with the all-important, ever-changing areas of product knowledge and communications skills. Understanding your product and knowing how to communicate that knowledge give a great sense of security in any selling situation.

SUCCESS HABITS FOR SELLING IN A MODERN MARKET

Integrity Rules

When you make a sale and service the sales properly, there is no way you can possibly know what will happen as a direct and indirect result of that sale. Career-minded professionals make every effort to “follow through” in *every* sales and service opportunity. Being ethical is not only the *right* way to live; it is also the most practical way to live. True selling professionals don’t only talk about ethics; they *live* ethically!

Continuing Education

Some of the best-educated people I know had a limited amount of formal education, but their unlimited curiosity, drive and ambition enabled them to acquire a tremendous amount of knowledge and a broad general education. Trademarks of an “educated” person are their commitment to growth and ability to keep pace with the rapidly changing technology of the times. If you’re going to be successful, you *must* understand the changes and the new technology.

Listen Up!

Listening is just *not* as difficult as we make it. When you listen, do more than listen with your ears. Notice the gestures, the way the person sits or stands, smile or frown—anything and everything indicating their frame of mind at that particular moment.

Listen to the way the person is speaking: the speed as well as the tone of voice and intensity. Listen empathetically, always asking yourself how you would feel if you were in the prospect’s shoes. Most important, do *not* interrupt and never finish a phrase, thought or sentence when your prospect pauses.

FINDING SOMEONE WILLING TO BUY

An ongoing debate at every sales get-together is this: “What is the most important part of the selling process?” Regardless of how good your closing skills, your product, your ability to handle objections, your presentation, or your skills at determining wants and needs are, you are out of business if

you don't have a prospect! Prospecting is the most important key to sales success!

A prospect is an individual or group capable of making the decision on the product or service the salesperson is selling. When do people prospect? The answer: all the time! Prospecting is not an 8-to-5 job. Prospecting, when done graciously, can be done in virtually any environment—in social situations, on an airplane, in an airport, at a luncheon or club meeting, or *wherever people are present*.

There's no denying that *activity* (making contacts and calls) in the world of sales is critical. Alert salespeople are constantly in the state of "awareness," with eyes and ears open for business.

The best way to begin prospecting is to display a *genuine* interest in the other person, which brings us back to an oft-made point. When you're the right kind of person, your chances of becoming an effective salesperson are much, much better.

A Word of Caution

When you're getting referrals over a period of time, those referrals weaken. Someone sends you to someone, who sends you to someone.... This is true regardless of industry. The reason is simple: Prospects or clients tend to refer you to people who are on the same social or business level or perhaps a notch below. There are obvious exceptions, but generally, prospect strength diminishes over time.

So what do you do? I encourage you to remember your ABP's—that is, "Always Be Prospecting." Regularly get out of the circle you're in, and start another circle or another chain. Use all your resources to keep those prospect lists long and diverse so your career is not dependent on one individual or one specific group of individuals.

SELLING IN THE REAL WORLD

Avoiding Anxiety

Few who join the proud profession of selling avoid the anxious and excited feelings that accompany the sales call. The good news is that *you* can join the group of achievers who overcame call reluctance by using feelings of anxiety to work *for* you instead of against you.

As a matter of fact, if you feel no anxiety in making the sales call, your chances of success will be greatly diminished.

The anxiety we feel when making the sales call is a biological response to a stressful situation. The pituitary gland secretes adrenaline, which increases our mental and physical capacity. Realizing that your anxiety is a positive factor, not a negative factor, allows you to focus on the most important factor in call reluctance—you!

Healthy Self-Image

High self-esteem and a good self-image are vital because salespersons with these qualities will always consider themselves to be self-employed and will act accordingly. Selling professionals with high self-regard accept responsibility for sales results, never falling back on the old "I just got lucky" comment. They realize *results follow effort* when the effort comes from a competent, confident salesperson. You seldom, if ever, get lucky sitting down.

The Proper Focus

Selling is a transference of feeling. After learning to focus on you so that you may improve your self-concept in a positive manner, you need to recognize that the most successful sales professionals make sales calls with the prospect as the center of their focus.

The Burden of Financial Pressure

If you want to reach your peak as a professional salesperson, you must become a good manager of your money. You will be absolutely astonished by how much more relaxed you become as a persuader when your financial future is not at stake and you can focus on the prospect instead of your own problems.

Selling truly is a transference of feeling. If you transfer the feeling that you *must* make the sale for *your* benefit, the chances of making the sale are greatly diminished. If you transfer the feeling that you want to make the sale for the prospect's benefit, your chances for success are dramatically increased.

SELLING BY DESIGN, NOT BY CHANCE

In the world of selling, we need a plan of action that will transcend product line and situational differences. In today's

sophisticated selling market, getting in front of a client with a brochure and saying, “Stop me when you see something you like,” just won’t cut it.

Successful sales professionals use a process or design—a blueprint. The following is a four-step formula that you can plug into your sales effort. The time spent on each step may vary, but if you are successful in sales, you will be involved in some form of each of these steps.

Step One: Needs Analysis

Customer-driven (wants) and need-oriented (needs) selling begins with the sales professional doing a Needs Analysis. Regardless of the product or service, the customer has needs and wants that must be met. People buy because they either *need* or *want* something. If we can give people a reason for buying and an excuse for buying, the chances are rather dramatically improved that they will buy.

With the proper probing effort, you can discover the needs of the prospect. Probing begins with asking questions. You must develop an attitude of curiosity and sincere interest in the answers to your questions.

Step Two: Needs Awareness

You get started in Needs Awareness by asking questions. If you have not identified the proper need *and* made that need perfectly clear to the prospect, either the sale will not be made or it will not stick.

Step Three: Needs Solution

In this step, you present your product. Now is the time to stop asking questions and begin presenting solutions to needs. You’ve spent two phases of the professional sales process discovering and tuning in to needs and wants, so don’t lead with the product at this point. Lead with the need.

Step Four: Needs Satisfaction

Here is the most important step the salesperson can take when it comes to helping others. If you truly have a desire to help other people; if you truly believe in your prospect or service; if you truly want the prospect to benefit; if you truly want to benefit financially from your hard work and effort; then you must remember: *Always ask for the order!*

CONDUCTING THE COMFORTABLE INTERVIEW

Even some very successful sales professionals have difficulty “firing” off a series of questions to a prospect they are meeting for the first time. Still, others struggle with asking for information without giving some first.

The P.O.G.O. formula will allow you to get involved in a conversational interview process that will be comfortable for you and the prospect. P.O.G.O. gives you a track to run on and specific direction on how to best meet the “comfort-level” needs of the prospect.

Person

The *P* in the P.O.G.O. formula stands for *person*. Anything that expresses a sincere interest in the prospect will be valuable to you. While you are designing a series of questions relating to the person, remember that it is OK to share some personal information about yourself, but you already know about you. Give just enough about yourself to express common interests but not enough to monopolize the conversation.

Here are some samples of three types of questions that will help you learn more about the person while showing sincere interest:

Open Door: How did you get into this particular business? What are some of your hobbies?

Closed Door: How long have you been a (golfer, tennis enthusiast, hunter)? Other than working here, what type of career experience have you pursued?

Yes or No: Do you get to spend enough time with your family? Are you enjoying your free-time activities?

Organization

The first *O* in the P.O.G.O. formula stands for *organization*. As the conversation about the person draws to a close, move to the organization. Here are some sample questions that might be adaptable for you:

Open Door: Would you tell me something about your organization? What are your plans for the future?

Closed Door: How would you rate the performance of support personnel? What kind of training is the leadership of your organization receiving?

Yes or No: Is your organization growing at the rate you desire? Do you want to be able to promote from within?

Goals

The G in the P.O.G.O. formula stands for *goals*. This is the time for gathering information about personal and professional goals such as, “What do you plan to accomplish in the next six months?” and “What goals do you have in place for the next year?” (both Open Door questions). The true professional will continue to probe, asking questions like “Why would achieving that goal be important to you?”

Obstacles

The second O in the P.O.G.O. formula stands for obstacles to reaching the goals just discussed. Here are some questions that will allow us to discover what obstacles stand between the prospect and his professional and personal goals.

Open Door: What is preventing you from being where you want to be? What challenges must be met before you can achieve what you have worked so hard for?

Closed Door: Why haven’t you achieved your goals? Which obstacle is the most crucial to overcome?

Yes or No: Are you making the progress necessary to overcome the obstacles you face? Do you feel there are other steps you might take in overcoming obstacles?

Preparation

It is impossible to be “too prepared” for a sales presentation. Preparation is vital to success. An integral part of preparation is time allocation. When you are involved in the P.O.G.O. process, you should have a solid feel for how much time you will be allowed to spend with the prospect. Once you commit to a length of time, be sure to exceed that time only at the request of the prospect.

THE ABC’S OF CLOSING SALES

When you reach this point in the sales process and the prospect says, “You’re not trying to sell me something are you?” and you reply, “Nooooo, no of course not!” then I have to ask, “Well what are you? A professional visitor?”

Closing sales doesn’t have to be painful for you or the prospect. On the contrary, if you are the *right* kind of person selling the *right* kind of product at a fair price with the *right* intentions, you are in a win-win situation. And a win-win situation means that closing the sale is a positive and pleasant

Overcoming Objections with the Q.U.I.E.T. Method

Here’s a concept that will allow you to handle real objections in an efficient and effective way so you can close more sales more often. When objections occur, the professional salesperson will get Q.U.I.E.T. Each letter stands for a word that will allow you to gather enough information to overcome their objections. When you get an objection, you pause and think Q.U.I.E.T.

Q Begin with a *question*.

U You must ask questions so you can *understand* the objection.

I Once you understand the objection, you must *identify* the objection.

E To identify the proper objection (and not be fooled by a false objection), you must *empathize* with the prospect.

T If you empathize instead of sympathize with the prospect, you are ready to test the objection. When you test the objection and prove it real, you can eliminate the prospect’s concerns and dramatically improve your chance of making the sale.

experience for both you and the prospect. There are a number a closing techniques. Here are a few questions that you can put in your own words to help ask for the order:

1. Can you see where my product would _____? (The primary benefit that would cause the prospect to buy goes on the line.)
2. Are you interested in _____?
3. If you were ever going to start _____, when do you think would be the best time to start?

Your role is to become an assistant buyer and help the prospect make the purchase—not to make them feel you have just sold them something.

At the end of the sales presentation—whether it results in a yes, no or maybe—the successful sales professional always asks the prospect for the names of people who might benefit from using the product or service just described. Remember, no matter how good your product may be, or regardless of the quality of your presentation, you are bankrupt and out of business if you don’t have someone to tell your story to.

CUSTOMER SATISFACTION

After the sale, customer satisfaction remains critical. The days of “customer service” as the standard of excellence are long gone! Today, *everybody* talks about the importance of customer “service.” In today’s competitive market, the only way to get ahead (and sometimes the only way to survive) is to go beyond customer service to customer satisfaction.

The professional who is interested in building a career will not forget the customer when the sale is made. The pro will, through meticulous record keeping, follow up when something of interest or benefit comes along that will benefit that customer.

GET THE PERSON RIGHT

In the world of selling, when we get the person right, it’s much easier to get the salesperson right. Realistically, until you get right, your sales world won’t be right. The secret to getting you right is getting your attitude right. My intention throughout this book has been to allow you to get the information necessary to make the proper choices in all areas of life so that the choices you make will yield the attitude that leads you to success!

What I’m speaking of is a balanced attitude, with a heavy leaning toward the optimistic and positive. I don’t believe positive thinking will let you do “anything,” but I know that positive thinking will let you do everything better than negative thinking will. Positive thinking will let you use the ability you have, while negative thinking prevents you from fully using your ability. Use the ability you possess to apply the principles you have been learning, and sales success and professionalism are sure to be yours!

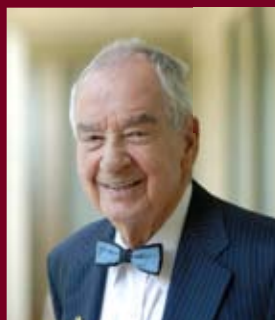
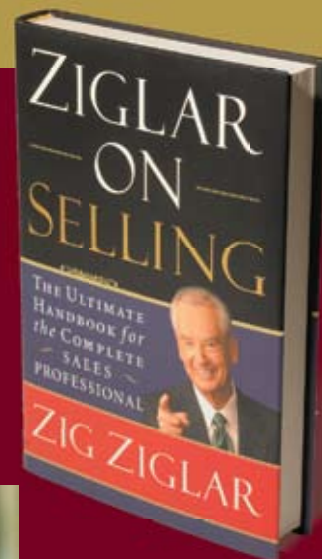
Recommended Reading

If you enjoy Ziglar on Selling, check out:

Zig Ziglar’s Secrets of Closing the Sale
by Zig Ziglar

How to Master the Art of Selling
by Tom Hopkins

The Sales Bible: The Ultimate Sales Resource
by Jeffrey Gitomer



About the Author

Zig Ziglar is a motivational speaker, best-selling author and master salesman and sales trainer. He was born Nov. 6, 1926, in Coffee County, Ala. Ziglar was the 10th of 12 children, and says he began his sales career selling produce on the streets of Yazoo, Miss., to help earn money for his family during the Great Depression. After high school, Ziglar served in the Navy during World War II and later attended the University of Southern Carolina.

In 1970, after building a successful career in sales, Ziglar became a full-time motivational speaker and trainer. During the past 40 years he delivered a powerful life-improvement message to an international audience. He’s the author of 27 books—nine of which are best-sellers—on topics including personal growth, leadership, sales, faith, family and success. Today, Ziglar lives in Dallas with his wife of more than 60 years, Jean.

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