Five Important Words to Use in Selling by Jayden Chu

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Having a hard time selling? Well, that is a natural situation for many of those involved in the telemarketing business. These days, customers and prospects can be very discerning, and you will need more creative ways to get them to make a purchase or sign up to your service. This calls for some skills in appointment setting that is aimed at attracting the attention of these prospects. Turning them into qualified B2B leads is not a hard job, provided that you know what you are supposed to say to them. Words can have a strong impact on the minds of prospects, and you will need to appeal to their senses. The success of your sales leads generation process is basically dependent on you, the first line of contact. This gives you more reason to know these words:

1. Focus on the 'benefits' - sure, you may have a product that boasts a ton of features, but customers are generally not interested in that. What you should focus on is how these features can benefit buyers. Once you show how a product can make life easier for the user, turning them into actual sales leads becomes a quick job.

2. Focus on the 'value' - price might prove to be a problem for some prospects, but if you can deflect the discussion away from that, then the better for you. Instead of defending price, focus more on the value customers will receive if they do business with you. Showing your prospects that you are the best choice can make price irrelevant.

3. Focus on the 'show' - customers are a visual type of people, and they would rather see how things are done rather than learning how things are done. If you want to successfully get their attention, you must learn how to be more effective in presentation (not to mention going the distance and actually helping them in getting the product set up and operating).

4. Focus on the 'emotions' - while we might try to sell using logic and reason, the final decision to buy lies in the customer's emotions. Luxury items are not really necessary, right? Logic dictates that these will not sell. So why are Gucci, Armani, and Chanel still around? Go for the emotions of the buyers, and you will be able to make a sale.

5. Focus on the 'you' (the customer) - while it is important that you make the sale, letting it creep into your process can make you pushy. And if there is anything that prospects hate the most, it is pushy sales people. If you want to make a sale, focus on the needs of your customers, what they like, what they are willing to buy. Taking that into consideration can make you more effective in sales (as well as making your customers feel that you are really concerned for them).

How you use these words will depend mostly in you, but as long as you take these points seriously, you will not be lost. You might be surprised at what you might get.

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Jayden Chu - About Author:
Jayden Chu helps companies in Malaysia and in other Asia Pacific countries increase their business

revenue through lead generation and appointment setting services. He is a professional consultant for telemarketing services. To find out how you can increase your business revenue, go to http://www.callbox.com.my

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