

No one wants to be sold they want to buy

Examining the statement; the client does not want to be sold, they want to buy and how ridiculous this statement sounds and what this statement declares. I do not understand this statement yet many in sales make this bold claim. This resembles the sales professional who does not want to be associated with the sales profession and refuses to acknowledge they are in sales. It gives off the aroma that the sales profession stinks and is not an ethical or moral choice to declare oneself a sales person. The true sales professional is proud to be in sales.

The preponderance of sales professionals when they shop for products wants a professional sales person serving them when they decide to own. Why would our clients want anything less? We must understand that clients request the services of a sales person or service technician when they are purchasing outside of their expert knowledge. They require and need help. How will the sales technician help the client if the client does not want to be informed and sold?

Client's want to make the best decision and want to be informed to make that great decision. The client also wants to be proud of the choice they make and to do so they must ask for help from a sales person. Often times the client's need help guiding them to a proper decision. They request help with the purchase that indicates the client needs and wants to be sold. The mere presence of the sales professional standing alongside the client suggests the client needs help and wants a sales person to guide them and is desired.

The client is seeking information to guide them into what is best suited to make their life easier. Many times the client does not have a clear concise idea of the

consequences of what they need or the replacement upgrades that gives more benefits to them. They want and need an expert to help guide them to a wonderful decision.

Frequently a client will request a sales service technician to arrive at their home and discuss the items they need, want and require. This is done by the client and is an open invitation to sell the product to the client. The client expects the sales professional to come to their home and convince them they are special and that the client needs their product and services. The client expects to be sold and have the product and service delivered to them in a timely fashion.

When a sales technician learns how to sell for the benefit of the client and not for sales technician and the company, clients love to be sold and will inform you of this. They are proud to own the product and service you sell to them when the process is done correctly.

The sales process must include the client with the discovery of the want and needs. The client must be included in the decision concerning what to purchase. The decision of what to do is not up to the sales person. The information given to the client must benefit the client and the client must be able to use the product and service. The information given to the client is required to be true and honest. A prerequisite the sales technician shall not try to sell the client items they do not need or want.

When we hear a client does not like to be sold what that means the client does not want to be sold to badly by a sales person. They want the sales technician to have product knowledge to describe the product and the features and benefits that make their life easier. They want value and want the product to be valuable to them.

The client wants the sales technician to have experience and know what product best fits their needs and wants. To provide a viable solution that will continue a lengthy amount of time. The client wants a sales service technician they can trust that builds value where the client understands and recognizes the product and service outweigh the dollar amount they spend.

The client expects the sales technician to have developed listening skills and to question and understand what the client has stated. The client's expectation of the sales technician; to understand the problem or concern then give the client a great solution to that problem and or concern to make the issue disappear.

The client does not want to be sold by a sales crook or a person who claims to be a sales service technician and they are not. With this type of sales person the client does not want to buy or be sold however they do want the issue to go away and they may feel that they have no other alternative. It is a one time opportunity for that unprofessional sales person. The client does not want to be lied to under any circumstance with reference to the product or services and can see right through lies. The client does not want to be sold by a sales crook that believes the money that is in the client's pocket belongs to them. They desire the sales technician to earn the right to do business with them.

Clients do not mind being sold by a professional sales technician who is respectful, knowledgeable and, professional, honest and, trustworthy. This is the type sales technician the clients want and require. Be this sales service technician. Start today engaging the client where the client wants your participation.