

Intuitive Selling

**A Practical, Holistic Approach to Sales
and Marketing That Gets Results**

by Thomas Wood-Young

Published by WY Publishing
15968 Longmeadow
Colorado Springs, CO 80921

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Published 2000

Printed in the United States of America

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Library of Congress Cataloging-in-Publication Data

Intuitive Selling / WY Publishing

p. cm.

Includes bibliographical references and indexes.

ISBN 0-9706233-0-5 (pbk.)

1. Sales--Training. I. WY Publishing

Library of Congress Catalog Card Number: 00-193135

Credits:

Edited by Kinda S. Lenberg, Creative Liaisons, Fountain, Colo.

Cover design by Bud Smoot, Creative Marketing Support, Monument, Colo.

Text design by Kinda S. Lenberg, Creative Liaisons, Fountain, Colo.

Printed by: C&M Press, Colorado Springs, Colo.

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**A Practical, Holistic Approach to Sales
and Marketing That Gets Results**

What Others Are Saying About *Intuitive Selling*...

“This is a practical guide to being all you can be. I wish I had this book when I was a regional sales manager. It is a great teaching tool for managers. Sales techniques are out; building trust and developing relationships are in. People are more sophisticated today and selling techniques make people angry. This is a great selling guide for work and life. It’s all-encompassing and each chapter is clear and to-the-point without a lot of fluff. This book will help you become successful.”

David Kwessel
Sales Representative
Walter Company

“This book is great; I loved it! I’ll read it again. It uplifted me and motivated me. The book pushed me to open up my own business and was an eye-opener. I passed it on to the rest of the team. They will read it and we will meet and discuss how we can learn from the book and improve our selling skills.”

Jesse Carlson
Sales Representative
In-Sight Direct

“It was a sincere pleasure reading this excellent work. It covers a broad range of information in a very concise manner. Whether you are a seasoned sales professional, a sales rookie or simply contemplating entering the rewarding profession of sales, this book has a lot of meat for you to ingest. Tom Wood-Young has done an excellent job identifying a broad spectrum of external and internal life and sales skills possessed by the top producing sales pros. If you aspire to be more and make more in sales and life, you will find many of the key steps to getting these outlined for you in this book.”

Jim Ander
President
Creative Profit Solutions

“As a successful salesperson who quit selling diamonds to establish consumer trust as an unbiased diamond expert, I believe in building trust as the cornerstone of sales. Customers don't buy your product, they buy you – what you are and what you believe. This book is important because it reveals the most important principle of successful selling: believe in what you sell and sell what you believe – the customer always knows. The sales profession thanks you.”

Robert Hensley
President,
Diamond Hunters, Inc

“This is must reading for both new sales people and seasoned professionals. Tom Wood-Young has captured the essence of sales in the new millennium. This book has easy-to-read and to-implement concepts. Short chapters and concise action plans are ideal for the busy sales professional. *Intuitive Selling* is the "new wave." Technique selling is out! People today are much more informed and too intelligent to tolerate short-term relationships and inappropriate sales techniques. As Tom teaches, listening to the customer, suggesting solutions, creating win-win situations and developing long-term relationships based on trust and understanding are critical to continued success. I would recommend this book to anyone who is new to sales, in a sales slump or simply wishes continued sales education. YOU MUST READ THIS BOOK!!!”

Ron Barr
Sales Representative
The Alliance

“The book does a great job of demonstrating that being successful in a sales career requires skills that are drawn more from strength of character than of personality. I couldn't agree more. I think that salespeople of any age or experience level can benefit by reading this book. First, it can help reinforce one's sales career choice, as well as re-focus selling strategies and skills with the strength of character at the center. In addition, it can help familiarize them with techniques and available resources that provide a competitive advantage over the long term – such as the organizational and time-saving benefits of using contact management tools, for example. The book is easy to read and covers a broad range of practices, targeting ways to gain success in a career of sales. In fact, much of what Tom touched upon can be applied to success in any career – as all careers generally deal with meeting the needs of other people, groups, or departments.

Beth A. Harrison
Consultant, Online Marketing and Product Development

“I am a big fan of sales trainers and motivational speakers like Zig Ziglar, Tom Hopkins, and Anthony Robbins because of the way they simplify things and make them easy to understand and learn. *Intuitive Selling* ranks right up there with the selling pros! I found Tom Wood-Young's book so easy to read and understand. I wasn't bombarded with endless chapters of boring theory. Tom's book is filled with simple, easy-to-read chapters that gave me the motivation and confidence to come out of my comfort zone and to get in front of my clients and just do it! I would recommend this book to anyone who wants to make it in the world of sales. This book is a must read!”

Mark F. Mayer
Sales Representative
Colorado Information Technologies

“This book is loaded with practical methods, ideas and suggestions on how to increase sales by connecting with your customers in a realistic and honest fashion. Rather than using old-fashioned sales techniques that can be personally distasteful and financially counterproductive, Tom's tools allow one to feel good in the heart and also increase sales. You don't have to compromise yourself. I have used these methods successfully to significantly increase sales. I recommend this book to my staff because it works!”

Robert Rose
Sales Manager
MAPI

“Writing about potential and giving someone the skills to fully realize their potential are two entirely different things. On many levels, *Intuitive Selling* provides those skills and allows you to unlock the best of what is hidden inside you.”

Kim Green
President
Advanced Therapy Institute

What Others Are Saying About Wood-Young Training Seminars...

“Your seminar was very helpful. After 20 years of selling, "role playing" still drives me nuts! With that said, I feel I learned more from your session than any others I have experienced in the past. Thanks for your help.”

Bob Waropay
Midwest Region Manager
EAS

“Excellent seminar! I got more out of this one than one day with Brian Tracy!”

Better Business Bureau Seminar Participant

“Since taking the Sales Master course, just about every sales call that I have made has resulted in a sale. The training was very helpful, going beyond the nuts and bolts into the philosophy of selling.”

Lorrie Todd
PageCafe Internet Consulting

“The course was powerful. I was on the edge of my seat. Tom is one of the best facilitators/trainers I have ever heard.”

Uriah Werner
Allegra Print and Imaging

“I attended Tom's seminar, The Sales Master. Those who did not attend missed out on a very fine sales training course. I have been in sales for 15 years and I am always learning.”

Leo Murray
Excel Communications

“The training is paying off for me big time. I have learned over time what is effective and what isn't. This training is the best money I've ever spent.”

Doug Kysar
Kysar Machine Products Inc.

“The workshops helped understand how important hard work is and showed me how to better organize my time so I work better. I had my best two weeks in three-and-a-half years following Tom's training.”

Ross Bradshaw
Investment Broker

“These are the best training seminars I have ever attended! They helped me realize that you have to love what you do to be successful. I especially enjoyed the discussions on the power of the subconscious.”

Carla Wink
A.B. Hirschfeld Press

“I would highly recommend this training to anyone. Now I have to act on what I learned. The interaction from the audience was wonderful.”

Kim Vaughn
First Colorado Mortgage

“The training covered all the bases and helped me understand the role of consultative selling and exposed me to new sales paradigms, as opposed to the old style. It was concise information and very motivating; I got a lot out of it.”

Mark Thomas
Insurance Salesman
Primerica Financial Services

“The personal development section was very helpful. Successful sales people are aware of it and do something with it. Tom turns everything into a positive and does a good job.”

Hank Perry
Independent Sales Representative
Nikken

“I enjoyed the motivational stories, and it helped me stay motivated and keep on going.”

Heather Archuleta
President
Consumer Marketing Services

“Tom came up with new questions for me to ask – things I don’t normally ask. He showed practical applications and how to put steps into action and how pre-qualification and research builds the closing ratios. Everyone was pleased and he did a good job.”

Sheila Worth
Account Representative
John Wiley and Sons

“Tom’s program motivated me to improve myself and go back to school and focus on my own professional development.”

Lillian Blocker
Sales Representative
Moore Business Forms

“Tom helped me with my sales process and to keep my focus and stay level headed. I had great results right away. He helped me get many extra sales. Tom helped me feel more comfortable in meeting with customers and motivated me to go back to school and develop myself.”

Juni Alexander
Market Specialist
John Wiley and Sons

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Acknowledgments

There are many people to whom I owe a great debt of gratitude. Writing a book is an enormous task that takes years of experience and countless hours to put the words down on paper in a way that makes sense and can be of use to readers. This book is the result of 20 years of life experiences and without the help of others, it would not be possible.

Thanks go out to my family, Pamela, Bryce and Blake, for their support and understanding during many days away from home and many hours on the computer. To Michael Corcoran for being my mentor and advising me with wonderful insights and deep knowledge. To Jack Day for teaching me invaluable lessons about sales, managing people and working in a corporate environment. To Kinda Lenberg, Val Faler, Dave Manofsky and Bud Smoot for working with me and helping to make the vision for this book a reality and to Josselynne Bippus for publishing my articles and seeing the potential benefits for her readers. Thanks to the editors of *Selling Power* magazine and many other fine magazines, newsletters and Internet portals that have carried my articles. Mike Pauly and Bob Rose for their encouragement and friendship. Keith Carter for emotional support and belief in my abilities.

Special thanks to my clients for their trust and confidence. Finally, to all the sales reps I have worked with, trained or managed, for their contribution to my learning about sales and the art of developing relationships with customers. This book is written for them and anyone who sells or markets a product or service on a personal level with their prospects and customers.

Introduction

The objective of *Intuitive Selling* is to help you sell more and enjoy the sales process. It is written for anyone who needs to develop a relationship with customers or prospects on a personal basis. This service to customers is the heart of selling. The only way this can happen is if you go out of your comfort zone and do things differently than you do them now. Some of the concepts and techniques you will read may make you feel uncomfortable or push you out of your comfort zone. This is a good thing! A key principle in selling, and life, is that you cannot increase your rewards unless you increase your value. You can only increase your value if you develop yourself through learning and changes in your behavior. This book is a tool to help make this happen. As you expand your comfort zone, you will broaden your sales.

As you develop these skills, they will become second-nature and part of your natural intuition about the sales process. To become a master of intuitive selling, you must learn to trust your instincts. This book was written to provide you with tools that give you the confidence to trust yourself.

If you follow the suggestions in this book, you will develop new skills and improve your sales abilities. This will enable you to bring more value to the marketplace. If you do this, you will gain higher rewards. This will not be easy to do; going out of your comfort zone is never easy. In selling, rewards come when you sell more and have fun doing it. Take action and modify your behavior; it will get you results.

Professional selling is a great career and business. Your performance determines your success and the financial rewards can be unlimited. This is not the case in many careers or jobs. Few careers provide such an opportunity to develop yourself, interact with a diverse group of people, learn about rapidly changing technologies, serve customers and understand the specifics of an industry or product line. Smart business owners have always understood the power of personal selling. No small business can get off the ground without a keen understanding of the sales process. *Intuitive Selling* will help you understand the sales process as it is happening today. There are no quick-fix techniques found within these pages. These lessons are hard work and include potentially huge rewards.

The concepts discussed are simple, but powerful. One sales rep referred to the ideas in this book as, "So simple they are genius."

The ideas of building trust with customers, probing to determine their needs, offering solutions and closing are core philosophies of this book. These chapters can become guidelines for you to follow as you develop a successful sales process. Re-read each section until it sinks in, making an indelible imprint and becoming incorporated into all of your sales work. Every sales position is unique, yet the principles apply to everyone. We are defined by our actions and our habits. Change your habits and you change your life.

This book is brief and to-the-point. The goal is not to overwhelm you with details, but to give you the basic, most critical skills in building effective relationships with prospects and customers. The chapters are short and easy to read. Time is money and it is critical that the time you put into this book pays significant dividends. I have found in working with thousands of sales people that too much information is overwhelming and results in very little proactive changes in their selling skills. Each chapter ends with critical action steps to help implement the sales skills discussed. If you do not take action on what you read, then you are wasting your time. Your sales habits determine your success and reading this book is an opportunity for you to change those habits.

Part I of the book reviews personal development, which is the foundation of improving your selling skills. Part II reviews the fundamentals of personal selling, including prospecting, qualifying, presenting, handling objections and closing. Part III discusses higher level selling approaches involved in building lifelong relationships with customers built on trust. Part IV discusses Internet marketing and sales issues, which play a critical role in sales success. Part V reviews future selling trends, how to develop a personal action plan and our sales training programs.

Take time to think about what you have read. Find ways to implement these ideas in your work. If you have questions, please email me directly and I will attempt to help you implement these ideas into your unique situation.

You can reach me at Tom@WoodYoungConsulting.com.

Thank you for purchasing *Intuitive Selling* and best wishes!

Thomas Wood-Young
September 2000