

# Building Your Sales Foundation

by April Dodson, Bidslot Marketing & Answerworx



Have you ever had someone convince you to buy something you knew you'd never use? I LOVE IT! *How do they do that?* Did you want to buy anything else from them? Did you have a good relationship with them? These are some questions that come up when you think about what techniques your sales team should use.

The foundations of most modern sales techniques lie in five stages of action:

**Attention:** You have to get the attention of your prospect through some advertising or prospecting method.

**Interest:** Build their interest by using an emotional appeal such as how good they will look to their boss when they make this deal that will save the company thousands of dollars.

**Desire:** Build their desire for your service/product by showing them its features and letting them sample or test-drive it. A demo.

**Conviction:** Increase their desire for your product by statistically proving the worth of your product. Compare it to its competitors. Use testimonials from happy customers.

**Action:** Encourage the prospect to act. This is your closing. Ask for the order. If they object, address their objections. Always think of rebuttals and know your rebuttals before you ask for the sale.

If you're in a consulting or service-oriented business, you know that it's going to require a relationship building process, but a service/product sales environment may require the same thing. The art of selling is not as straight forward as you may think. If you haven't been out there and sold before (as many new business owners haven't), then you need to mimic what has been proven to work.

My best advice to you – if you really want to get good at selling – is to “shadow” somebody who is good at closing. Watch. Listen. Sense what's going on. Then afterwards, ask what was going through that person's mind when they moved to each stage of the sale.

Then, when you're in similar situations, think “what would she do?” If you can emulate the thought process, it's easy to emulate the behavior. You'd be surprised how much can be absorbed, and how quickly, using this method.

I have done what I describe above and have proven it successful time and time again.

*April Dodson is the entrepreneur, marketer, and inventor who founded BidSlot Marketing, a leader in bid appointment setting. Because of BidSlot, April Dodson also partnered in an answering service called Answerworx, where her team is daily relaying accurate messages at an affordable price to service professionals.*

*April also owns a commercial kitchen exhaust cleaning company. To*

*find out more about April Dodson, visit Facebook, Twitter or LinkedIn.*



Let us put our expert knowledge of **legendary Landa equipment** to work for your cleaning needs.

**Specializing in Power washing equipment sales, service and custom manufacturing**

**(403) 771-7774**

[www.HydraEquipment.com](http://www.HydraEquipment.com)

