

# Sales Success Formula

by Patrick Snow



OVER MANY YEARS, I have interviewed thousands of people. What do these people say they want? More time, money, freedom, health, love, and happiness. Salespeople are no different.

The good news is that salespeople are in a good position to claim these things. The best way to become wealthy is to own and operate your own business. The second best way is to be a salesperson. In sales, there is no limit to the money that you can earn! When you find that right sales position, all you need to do is to dream, plan, and execute—and your sales will soar.

## The Formula

Why do people purchase goods or services from one organization but not from others? If you ask buyers, you quickly learn the key: relationships. People buy from people they like. So, if you want to make more sales, develop more solid relationships.

To develop more solid relationships, use the Sales Success Formula:

$$\text{Trust (T) + Respect (R) + Need (N)} \\ = \text{Sales (\$)}$$

Like every formula, each part must reach the sales goal. Trust is crucial to close sales. Your prospect may respect your company, and they also may have a need, but if they don't trust you as a person, they will never buy from you.

To build trust, you must show the buyer that you care about their success. When a buyer learns how much you care about them and their success, they will trust you. The best way to earn this trust and respect is to let the buyer speak 90 percent of the time.

Another way to build trust is to ask buyers about their interests and activities. Asking about their family, children, and hobbies will give you a better idea of your buyers' interests.

Respect is another key. It's possible to trust someone and not respect them. To build respect, follow up on action items as promised. Respond in a timely manner. Also, show up on time for appointments or call if you are going to be late. Finally, make the prospect know that you value their business.

It is important to qualify need as quickly as you can in the sales cycle because without need you will never be able to close the sale. To discover a prospect's need, ask them if they are in the market for your product or service. Utilize this success formula to develop solid relationships based on trust, respect, and need. **SME**

*Patrick Snow is a sales trainer/consultant. 800-951-7721 or [www.CreateYourOwnDestiny.com](http://www.CreateYourOwnDestiny.com).*

**ACTION:** Use the Success Formula to build strong client relationships.

