

SELLING OR PROFESSIONAL PRESENTATION

REALIZE THAT YOU NEED TO SELL TO STAY IN BUSINESS

Wow, there is a statement, huh? It's authentic, and many people forget that you must sell to stay in business. Most people are afraid to ask for a sale or an order. They are personally afraid of the rejection of the thought that you are trying to take someone's money. Well, we all must sell, but selling isn't a bad thing at all. It's what we have been led to believe; that is, selling is terrible. Somehow people have forgotten that we live in a capitalistic society and not a communist one. We have the right to sell useful items of good value for a fair market price. So get that communist idea out of your head right now.

SELLING ISN'T A BAD THING AT ALL.

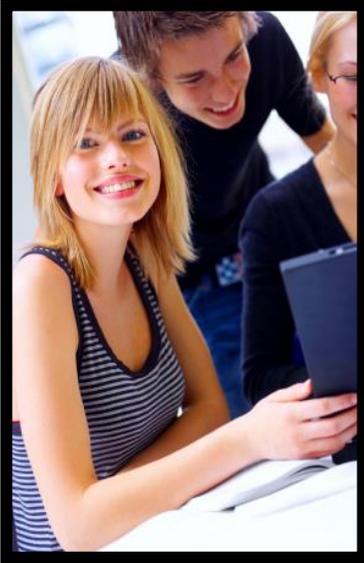
Selling isn't bad; it's empowering your clients with valuable items for their use, enjoyment, or service. Now, what is wrong with that? It's easy to sell items you believe in and have great value to your end clients. Now, selling nuts is if they don't need it or won't work for them. You have to keep your sales honest, and the rest will take care of itself. I have refused to sell my services to some people because I knew they were terrible companies just taking money from people. I would be dammed if I was going to help them with my insight and strategies.



***Selling can be fun... when you
are not really selling but adding
value to your clients!***

I have also let clients go that were not in concert with my business values to keep myself honest. I encourage you to think like that, and you won't have a problem selling to the right kinds of clients, just the right kinds of products. Selling is easy.

VALUE TO YOUR CLIENTS, OR YOU DON'T SELL TO THEM.



***Honest values given
to honest clients!***

Realize that your products have great value to your clients. This value is worth the price you charge. You don't need to sell them anything when you show them their value by using your products. If you think about it, who likes to be sold? We all love to buy, but don't like to be sold. So, don't sell but instead point out your products' value to align with what they want to accomplish and remember that benefits sell, features don't. This approach also helps keep you honest in the sales process to align your product value with your clients' needs.

HONEST VALUE AND HONEST CLIENTS

If you always approach your products or services in this honest approach to your clients, guess what, you will get honest clients too. These honest clients help to build your reputation, and that is extremely important on the web. There are sites that unsatisfied clients could go to and complain about your product or service. That might not sound like much, but when someone Googles for your product or service; guess what, your unsatisfied client's comments come up! Ouch, huh?

Well, with the right way of approaching your product or service, you won't run much of a risk from this type of bad PR.



Also, please take a look at my new book:
<https://www.amazon.com/How-make-money-while-sleep-ebook/dp/B08HJ6GV6Q/>



I hope you enjoyed this
business tip...

Peter Brusso, CEO

<https://Infocard.cc>