

## 5 Tips on how to sell in these tough times!

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Reading this you might feel, selling is not really what I do. But bear with me, because here is the most important message upfront: we are all in sales.

Selling is the art of persuading other people to act upon influence. And the better you can articulate your ideas, the more likely it is to have people support them or act in your best interest.

### 1. Remove uncertainty

In order to sell you must remove uncertainty. People try to avoid any type of risk and that's why they are usually skeptical when you approach them with any type of suggestion.

Let's assume there is a scale from 1-10 (1 equals no certainty and 10 equals absolute certainty). Where would you expect a typical customer to be at? Well truth is, you never know. Everyone is different. That's why it is so important to come across as a professional and focus on getting them to a 10, not on figuring out where he is at.

### 2. Personality matters

The results you see in your life are the results of what you think about all day long. That requires you to make sure that your mindset stays focused on things that really matter. These days we hear a lot about Corona and its economic impact. However people buy from people and as some goods and services will still be bought, make sure you get your fair share of these deals.

Stay positive, because positive people attract other positive people. And these people make faster decisions and will seek for opportunity to spend more time with you and tell others about you.

### 3. Change the story

People like winners. And winners that ask for help are even more appreciated. Throughout the crisis and especially after a few weeks when people got used to it, those who play the victim card, will loose. Change the story.

This crisis impacts all of us in the same way, does not prioritize or discriminate against anyone. Therefore, connect to your friends, customers and random people you meet. Strengthen and build relationships. Help when help is needed. You are all on the same team. That will pay off big time.

### 4. Use your free time wisely

Luck is when opportunity meets preparation. Therefore use the time you have to prepare for the changes to come. But don't wait for them, as you can actively create them. This crisis is going to radically change the way we work, socialize, travel, shop... Think about ways to add value to people and existing businesses. What problems could have been avoided? How could this crisis be handled better. Write down all your findings and turn those ideas into money.

### 5. Have video calls every day!

The most important piece of advice is keep in touch with people you know, don't really know and those you would like to get to know. Zoom and other free video tools allow you to have video-calls with people all around the globe. Build your network, keep in touch, make sure people keep you on their mental map. Every crisis has winners and losers. It's up to you to pick your side.



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