

bean there

an online newsletter from baxter bean

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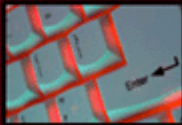
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5 Tips to Sell Smarter

Sales is all about relationships and if you are going to choose sales as a career, you better like people, correct that, love people. The truth of the matter is that if you don't love people, people will know, and they won't love you back – and they won't "buy" you and will have difficulty buying from you. It's that simple.

There is a saying – "The most interesting person in the world, is the one that makes you feel like you are the most interesting person in the world".



Here are five things that you can do to help you make the connection and help you sell smarter.

1. Love your customers, love people. Make a decision to learn as much about your customers as you possibly can. Engage with them through being curious. Ask them if you can learn from them. Let them teach you. This act will build confidence and trust.
2. Don't rush your customer. I know, I know, the boss wants the sale now, but I can assure you that even more important than this is that he will be more unhappy if you lose the sale now. Most deals that go bad do so because the sales person tried to close too soon. Yes you have to close the sale, but be sure that the customer is in favour of saying yes first.
3. All good lawyers "argue their case before they go to court". Good sales people must prepare themselves for the sales call or presentation by testing their proposal first. If it is soggy, don't present it. You will just prove to frustrate the customer.
4. Have your customer play a role in the meeting, not just be a receiver of information. When talking with the customer, ask questions that allow the customer to restate the benefits and values of your ideas so that they internalize it.

Become a Better Public Speaker

Presentation skills can make or break you! Learn the success keys of presentation excellence.

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Quotable

"Smooth seas do not make for a skillful sailor."

- African Proverb



5. Prove your worth and protect your price. It is natural for a customer to ask for a better deal. Make it natural to deflect this question and restate your value, how important the customer is to you and how important it is personally to sell at the price stated. If you have done a good job in determining needs, building trust and value, you should be able to overcome price objections most of the time. Remember when you give your customer a discount, you are really giving away your future.

Chuck

Chuck Bean is president of Baxter Bean. To contact Chuck, e-mail him at chuck@baxterbean.com.

For more about our programs and services, visit www.baxterbean.com.

Brain Candy

We have a real mind teaser for you this month. Visit <http://www.hortplus.com/FreeStuf/Stress/quiz1.htm> to see if you have the same answer as 98% of the people who take this quiz or if you are one of the rare 2% who don't.

Upcoming Programs from Baxter Bean

Stand and Command

Next Dates

April 17,18 and 19, 2007

Presentations and public speaking can be a career maker!

These public training programs are limited to 6 participants and will teach each participant the tactics of being an effective presenter. The training will focus on making presentations with and without visual aids (PWPT, etc), as well as small group public speaking, impromptu and small meetings.

The program is structured as an intense, yet non-threatening session that will enlighten and build confidence.

Learn more about this workshop by visiting www.standandcommand.com. Call our office at 403.283.2225 and register via the telephone or e-mail info@baxterbean.com to register online.

Want to Learn More from Baxter Bean?

Now is your opportunity to receive a 1 hour free assessment from Baxter Bean. This free service - no hidden fees, or sales pitch, will give you a chance to see what we can do for you.

To sign up for this opportunity, please e-mail Baxter Bean at info@baxterbean.com and reference the **March 2007 E-zine 1 Hour Free Assessment Offer**.

We look forward to hearing from you.

The small print

If you have any questions about our newsletter, please contact Baxter Bean by e-mail at info@baxterbean.com or call us at (403) 283-2225. For more information about Baxter Bean, please visit our Web site at www.baxterbean.com.

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