



## **Before You Can Sell, You Have to Believe**

*By ATCEN*

First and foremost, you have to believe in your product/services so much that you can confidently sell it to anyone, without any fear or doubt!

The mindset as to what you'll be doing is not "selling" but rather providing a solution to help others has to be internalized. When selling a product or service, you have to be genuinely trying to help others by offering a solution that you really believe would make his/her life better in some way. How can you do this? Get excited over your product/services! This means genuinely excited - not just 'acting' excited. Learning how to be excited about your product will translate into energy when talking or presenting your product.

To really charge up your "excitement" over the product or service you sell, transfer those mental pictures, emotions and excitement onto paper. Each time you sit down to write your sales letters, start by getting in touch with those feelings and mental pictures that get you excited about the product/services. Feel how you would feel when you see the customer reaping the benefits.

Ask yourself why you are selling the product/services. Is it because of the money? Or is it a solution, a benefit, an end result that you want to share with your customers that will add more value to their lives in some way? Or is it for the company?

What is the main message here? Here are 3 situations to consider:

1. You won't see the CEO of Ford Motors driving a Honda, nor will you see Ray Kroc (founder of McDonald's) eating in a Burger King.
2. If you have never tasted something, how do you know that you don't like it?
3. Do you jump into a bath, without testing the water first?

McDonald's **believes** in their product - despite other competitors knocking them down. Yet, they still make vast profits each year by sticking to what they believe in - selling to people just like you and me. If one of your friends asked you to recommend your favorite restaurant, you will recommend based on your past experiences - something that you have tried before, and LIKED.

In short, the moral of the story is:

1. **Find out why you want to sell what you're selling, and you'll learn to sell it better.**
2. **If you haven't "experienced" the product/services you are selling, how do you know it works**