

## ***What are the five important steps that are used to open nearly every new account?***

There are five important steps that are taken with every new account sale. Skip one and the sale may never happen. Jump ahead and most of the time you will lose. This lesson will show you a process that you can follow with every new account.

New business is the life of your business. There is no faster way to exceed your sales plan than to aggressively go after new accounts. If you are having difficulty getting new business it will ALWAYS BE DUE TO ONE OR MORE OF FIVE REASONS.

Learn what they are - work with them - and you will reach your goal.

The sale MUST be made in steps. Jump ahead - skip a step - and you will not make the sale. However, the PROCESS is the same.

Here is the PROCESS - THE STEPS YOU MUST TAKE.

### **1. YOU MUST SELL YOURSELF FIRST.**

As a buyer - if I don't like YOU - I don't care how low your price is - I don't care how well known your company is - I don't care what products you sell. If I don't like you I will not buy from you.

### **2. SELL YOUR COMPANY.**

Don't bypass this second step by assuming the prospect knows all about your company. For the prospect to even consider buying from you he or

she has to weigh your company against your competitor. They have to make a comparison. They have to know the things that make you different. They need solid facts, not fiction.

### **3. SELL YOUR PRODUCTS.**

Never fall into the trap of giving a price on something when you are in steps one and two. Your prospect will probably ask for a price on a specific item. Don't give it to them. Tell them you don't know the price. Tell them you must first learn about their business. You must look at the overall picture. Present your products as solutions to their problems. Always have examples and success stories of other customers who are successfully using your product line.

### **4. PRESENT YOUR PRICING.**

After you have asked a dozen questions and the time has come to suggest products, don't fall into the price trap. If you are more expensive be prepared to JUSTIFY RATHER THAN IMMEDIATELY DISCOUNT.

### **5. THE TIMING IS NOT RIGHT.**

If you have done a good job of going through the first four steps and the prospect says the timing is not right - then the timing is not right. Find out what their time frame is. Ask for a specific date and time for you to call them back. Don't leave without a follow up plan. If you have NOT done a good job of going through the first four steps THE TIMING WILL NEVER BE RIGHT.