How I Raised Myself from Failure to Success in Selling

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Ideas That Lifted Him Out Of The Ranks of Failures

- Force yourself to act enthusiastic and you will become …
- The business of selling is narrow down to one thing i.e. …
- If you want to overcome fear and develop courage and self-confidence rapidly join …
- If you are having trouble getting yourself organised, there is only one way i.e. take more time to …. And do things in order of their importance
Formula for Success in Selling

- Find out what the prospect wants, then help him find the best to get it
- Only one way to get anybody to do anything – making the other person …. 
  - When you show a man what he wants, he will move heaven & earth to get it
- Ask questions vs positive statements
Formula for Success in Selling

- Find the key issue, the most vulnerable point, then stick to it
- The most important word in selling: ???
- To find the hidden objection, ask why and in addition to that
- Magic in selling – good li......
Ways to win & hold confidence of others

- Do you believe it
- Know your business and keep knowing your business
- “I will speak ill of no man”. Praise your competitors!
- Never exaggerate
- Bring on your witness
- Look your best
Making people want to do business with you

- First convince him that you are his sincere friend
- Smile, good-honest smile from down deep inside
- Remember names
  - Impression, repetition, association
- Be brief
- When you are scared, admit it
Steps in the sale

- Selling the interview not the product
- To be a star in selling, know your fundamental so firmly in your mind. Write your sales talk word for word. Keep on improving it. Drill..drill..drill
- Dramatise.. Let the customer perform
- Never forget a customer, never let a customer forget you.
- If you take care of your clients, they will take care of you
- New customers are the best source of new business. Follow up referred lead while they are sizzling hot. Report back to referrer
Don’t be afraid to fail

- Abraham Lincoln
- Don’t worry about what people may think
- Thomas Edison
- Keep going each week, each month you are improving
- Frank Bettger’s secret of success
  - Enthusiasm
  - Self-organisation
Take one thing at a time