The Stages of Stages of Successful Selling



2. Approaching

Find a way to speak directly to the decision maker. Be strong and confident.



1. Prospecting

Identify a potential buyer that matches your ideal customer. Focus on *information gathering*.



3. Qualifying

Understand the individual needs of the prospect. What are their most pressing pain points?



Present your solution to the customer's problems. Make it about them, not you or your product.



5. Overcoming Objections

Alleviate customer concerns. Get at the root of their objections using the 3 C's: Cushion, Clarify, and Confirm.



6. Closing

Finalize the sale.

Use deadlines to create a sense of urgency.



7. Getting Referrals

Help drive your next sales process. Don't ask for referrals. Ask for introductions to specific people who could use your services.

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Successful Selling

Peter H. Thomas

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