

A man in a white suit and dark tie stands with his hands on his hips, looking towards the camera. The background is a blurred green and blue gradient.

*The Greatest
Vitamin
Salesperson in
the World!*

Sports Nutrition

CORY HOLLY INSTITUTE
SALES & SERVICE EDUCATION PROGRAM

Step Number Three

3) Sell the Product

To summarize thus far, we have covered several aspects of the sales process, including the importance of first being sold on your own ability and talent. Over time, self-confidence will come by way of experience and product knowledge. It's also critical to understand the special biochemical needs of the athlete and the performance concerns of those committed to the active lifestyle.

The FIRST STEP in the sales process involves greeting the customer and finding out *what they want*. You take a basic inventory, ask specific questions and build a relationship. This requires time, genuine caring and a charismatic personality.

STEP TWO. You're the expert, so you tell the customer *what they need*. When is the last time you told your mechanic how to fix your car? Ideally, your advice should be based on perceptual skill, personal experience, subjective intuition and objective awareness. It should also parallel the principles of natural medicine and the science of both exercise physiology and performance nutrition. Goodwill and kindness rule.

Promote name brands which have *earned* a reputation of outstanding quality and reliability. When given the choice, always choose solid scientific evidence over questionable non-confirmed anecdote. Beware of the inferior counterfeit that *claims* equivalent value while

sitting on the shelf, but can't produce results when applied. That's comparable to people who claim to be fit, but when challenged, can't perform one chin-up (all the way up and down), 10 pushups without cheating or touch their toes with ease while keeping both legs straight.

For many salespeople, the most difficult component of the sales process is the CLOSE, or the completion of the sale. This is where the rubber hits the road, because the exchange of your service and product for the customers' money is fundamental to the function of business and retail. Sales are where the money comes from, and there's an art and a professional way involved in the persuasion of people to hand over their currency in trade for what they want.

Sell the Merchandise and Collect the Revenue

You've spent valuable time with your customer, and if you've done everything right up to this point, the third step shouldn't be a problem. But like public speaking or your first date, it can intimidate to the point of anxiety and even cause diarrhea. Once you've convinced the customer of their need for the product, you must provide a clear and stress-free path to the till (like following the yellow brick road to Emerald City). This brings up a very important issue. How convinced are YOU that the product you represent has the potential to yield the stated benefits?

If you yourself are skeptical or lack confidence because of ignorance, prejudice or lack of concern, the customer will pick up on this negative energy right away. To a large degree, customers lack energy and are looking for a positive, motivating, service-rich retail experience. Otherwise they would just pick up the phone or order the product on-line.

The customer is always attracted to the enthusiasm of a high-energy, intelligent and qualified individual. People buy product in direct proportion to energy output. Couple this with the power of positive persuasion, and you will see creatine and glutamine dance right off the shelves, especially if you're well groomed, fit and look the picture of health!

Don't foul the sales process with deceit and false promises. At all times be honest and maintain a position of good will. There is no room for ill-will in the health industry. You definitely don't have to lie and cheat to be successful in this business, even if you think everyone else is. At the same time, be willing to provide useful information and incentive to influence the customer in the direction of a purchase. Emphasize the necessity of the product in direct relation to the benefits and results the customer is looking for. Stir their emotions and get them excited about feeling and looking good.

If the customer is unsure and asks "What should I do?" always encourage them to do the right thing and take action. Pretend they are your mother or best friend. Sell them the best possible product, give them the best deal and shower them with constructive personal attention. Never let anyone leave without at least *attempting* to complete the process. Their loss is your loss. Remember, it is better to fail in your attempt to achieve your goal, than to succeed at doing nothing. The only people who never fail, are those who never try.

If price is the issue, remind the customer of the facts determined previously throughout the sales process. Don't beat around the bush. Emphasize the benefits and relax. The secret is to maintain a very pleasant and controlled demeanor. Speak with confidence and assurance. Don't be afraid of their objections. In actual fact,

customers who object are involved in the process and are closer to buying than you may think. Identify their true intentions — their real feelings about the issue. If cost is a legitimate concern, perhaps they don't have enough information to justify the expense. This is where you come in.

Practice the **Four F's** of good communication. Be **Friendly**, be **Fair**, be **Frank** and be **Firm**. What you achieve in your selling career is entirely up to you. The skills, knowledge and drive within you are what will make you great, and these qualities can be expanded and intensified if you're willing to invest what it takes to develop them.

YOU ARE YOUR GREATEST ASSET...never forget that!

If you're not having fun, if you don't enjoy what you're doing, if you're not making progress or committed to the philosophy of the health & fitness industry, then you're most likely working in the wrong profession. The health food and fitness industries are incredible. They provide an enormous amount of super important life saving information. You are...

