

## Action, Interest, Desire, Sell

By: S. Robert August

We never get a second chance to make a good first impression. Now, think about the aforementioned statement - read it again and again! There is truth and importance to this philosophy.

Sales are created by you! Yes, the product has to fulfill a need for the buyer, but who has to create or provide the need - you do! Is there usually competition for you? The answer is yes; but you have an advantage over your competition if you are prepared to meet the challenges of selling on a personal basis.

Each day you prepare yourself mentally and physically to sell through four simple steps:

### A I D S

- Action
- Interest
- Desire
- Sell

Each of these steps is critical and affords us the opportunity to build a sale and create a sales commission.

**ACTION** . . . You have to develop a formal “game plan” to prepare for the “sales attack”. Please consider who your buyers are today and how you can meet them now! In conjunction with your planning, you must also consider your own particular preparation. Have you taken the time to study your competition? Are you up to date with the knowledge of marketing techniques of branding, pricing, and packaging? If you know all about your competition, then you will be able to better sell your product!

A major aspect of the action step is to prepare your appearance. Have you cleaned and dressed for the “role”? Are your shoes shined? Is your hair presentable? These questions have to be addressed and answered in a positive way because the buyer is not always going to buy your product unless the buyer is satisfied with you and likes you!

**INTEREST . . .** Give the buyer every opportunity to like you. Avoid wearing dirty clothes, using slang and curse words, and creating ideological and philosophical debates about religion, politics or sex. Stick to the subject of selling the benefit of your particular product! Always search for more knowledge so you will be able to maintain an interest from the buyer. Turn objections into positive force fields of acceptance. Ask questions whereby the response will provide you with answers of statements and purpose rather than yes or no. You will then be able to react more favorably and create a sale more quickly by ascertaining the “true” desire of the buyer.

**DESIRE . . .** Upon determining the desires, continue providing the buyer with as much positive attention, consideration, and cooperation as possible. Always thank the buyer for the opportunity to meet you and afford you the chance to make a presentation.

These two points are certainly important to imprint, but if you haven’t sold the buyer your product or service, then consider following up by sending a thank you note, forwarding additional information by mail, delivering information personally, phoning and/or emailing.

Everyone loves “to be loved”, so why not spread more love around and earn money for your interest and consideration? We are all looking forward to the next purchase we make and so is your buyer! The more we attend to the buyer as a person, the more product we will sell to people!

Every time you meet your buyer, look and seek the right time to “close” the sale and write the order! If you have prepared yourself to meet the demands of the buyer and the buyer accepts you, you’ll have less difficulty completing your goal!

**SELL . . .** Remember, a sale is not a true sale until the buyer has bought the “goods and services” you are selling and is satisfied! After the sale, you still have to service your buyer to insure that the purchase is perceived and accepted as the value and benefit which you sold. If the buyer is pleased by your ability, you may receive more orders and become an “order taker” instead of an “order getter”. And, a satisfied customer may also provide you with more referrals, afford you a third party testimonial to help you sell your product to an unknown party, and/or offer you suggestions to improve your product and capabilities!

Always seek ways to improve yourself through the implementation of “aids” because you are truly never established until you have sold your last piece of inventory!

Salespeople make sales to people; and **YOU** can make the difference **today!**

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