



Monthly Inspiration

Ask & You Shall Receive



Ask and you shall receive.

Someone once said, “80% of sales success was just turning up, the other 20% could be just asking for the business”.

No matter how tough you are, bullet proof or resilient, there comes a time in some sales interactions when you just need to ask for the business. This is not a cunning ploy or a closing technique – it's purely is a statement of fact.

“I'd love to have your business”.

The International Sales Institute does not promote traditional sales processes, such as, closing

techniques etc... this does not mean that you should not express your thoughts and feelings to your customers.

How often do you actually tell a prospect that you'd love to do business with them? You may find just this statement alone convinces the prospect, that they also would love to do business with you. The statement, "I'd love to do business with you", is pure emotion. **We know, that emotion sells, logic doesn't.**

When you read the article in our library, ['What It Takes To Make Successful Sales Call'](#), there is a segment contained in that talks about common selling mistakes. **The most common selling mistake observed was a complete failure to ask the customer for the business.** So starting today, let's just practice the simplest and the most effective of closing procedures. Let's just tell all the people we meet that "You'd love to have their business". The response will be overwhelming.

The sales process is a simple and fantastic one. We inspire people in action. The best way to do this is to demonstrate the joy we get in helping people. If we don't tell them, how will they ever know?

So go tell them all!

The team at TISI wish you a fantastic week!

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