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# The Psychology of Selling Summary PDF Cheatsheet —

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### ? 1. Copy Success: Simply do what other successful people do

Brian Tracy was one of the worst salespeople in his company, until one day he asked the most successful guy for help. Brian learned tips that immediately improved his sales. Most importantly, he found out to always emulate the actions of those who are successful in an area.

### ? 2. Value Yourself: A positive self-concept greatly improves selling ability

Your self-concept is how you see yourself. Top salespeople have a positive self-concept which allows them to be charming, enthusiastic and resilient to rejection. You can build your self-concept through techniques like mental rehearsal and affirmations.

### ? 3. Face Rejection: The more prospects you meet, the more sales you make

Most salespeople spend little time talking to prospects because most of us have a fear of rejection. Reduce this fear with a stronger positive concept of who you are. Also realize rejection is not personal, but simply an inevitable part of selling.

### ? 4. Chunk Your Goals: Work backwards from big yearly goals to plan each day's actions

Top salespeople set goals. Set an income goal for yourself 25-50% higher than your previous top income, then write down 100 other goals that make you excited. Determine what activities you must do each day to reach your big yearly goals.

### ? 5. Sell Utility: People only care about what your product can do for them

Your prospects don't care about your product, they only care what it will do for them. Show them you understand what end result they want, and then explain how your product will deliver that.

### ? 6. Sell Uniqueness: Why should they choose your product over any other?

How is your product different, better or unique? How does it fulfill your customer's needs better than all their other options? Four strategies to find your competitive advantage are: specialization, differentiation, segmentation and concentration.

### ? 7. Get Appointments: How to land appointments with prospects who don't know you

To get appointments, engineer a strong opening statement or question targeted at a big benefit they want. They should respond with "how do you do that?" Then don't talk about your product over the phone, but schedule an in-person appointment.

### ? 8. Identify 'Hot Buttons': Ask questions to find each prospect's specific reason to buy

The best salespeople spend most of their time asking questions and listening. This allows you to uncover the customer's specific needs. Then you just focus on the features and benefits they told

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you were important to them.

### **? 9. Close the Sale: 3 proven ways to ask them to buy at the end of a conversation**

You will often hear “let me think about it.” This is usually an automatic reaction more than anything. You must ask them to decide whether your product is a right fit. They will either answer yes, no or give you an objection which you can handle.

### **This is just a sample!**

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