

Seven Day Plan to Strut Your Stuff!

What does it take to sell? Regardless of the product or service, it takes a professional, an honest to goodness human being who has the right stuff! This professional – you – must first and foremost be credible. On every level, you must be able to demonstrate the value you can provide to someone who can benefit from your product, your service, your solution!

Objective: Give yourself 7 dynamic, delightful, delicious days to own what it takes to sell, sell, sell.

Day	What It Takes	Shenouda Examples	Your Experiences
1	You are the seller. Get to know yourself and what you are selling.	My caricature is a reflection of what I see.	What is in your crystal ball? Draw your caricature.
2	Others are the buyers. Get to know them.	Take a good look at those who want what you have. In my case, the buyers want Publications and more <ul style="list-style-type: none">• Quality work• On-time delivery• Fair price• Someone who delivers as promised	Look at your buyers. What is in their crystal ball? What are their dreams?

Strut Your Stuff! (Sales Training Speech)

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3	Connect what you are selling to the goals, needs, and wants of your buyers.	I am selling communication solutions that save the day!	How do what you are selling and others are buying connect? Where is the synergy?
4	Connect to a network (your supply chain) that empowers you to fulfill market requests.	Find workers who are keepers (data)	Who is in your network? What is your supply chain?
5	Be aware and awake to the context in which you work, live, and sell; look for potential risks, trends, social changes.	<ul style="list-style-type: none">• Big paper books to chunked online communication• Typewriter to desktop computer to laptop to tablet to wireless to handheld devices• Courier to electronic delivery Contracts to direct hire and vice versa• Outsourcing	What external events affect your sales?

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6	Deal with buyers' objections.	<ul style="list-style-type: none">• Total time dedicated to one client's projects• Immersed in our product• Immersed in client culture• Exposed to sensitive, confidential business information• In love with a competitor	What objections can you address? What objections are outside of your control?
7	Strut your stuff!	This is what I have to offer you!	With confidence (not arrogance), strut your stuff!

What do you look like when you strut your stuff and sell, sell, sell?

