

How to Sell Anything with Confidence

GoSkills online course syllabus

Skill level

Beginner

Lessons

19

Pre-requisites

No prior experience needed

Video duration

1h 3m

Estimated study time

1h 3m

Instructor

Krista Demcher

Introduction

1 Sales skills are life skills

One of the most important skills you can hone in your lifetime is being able to "sell." After watching this course, you'll be able to recognize the importance of selling in today's world, use strategies to build your confidence and selling approach, and overcome objections when selling.

Selling Doesn't Have to Feel "Sales-y"

2 Trends in selling

40% of your working life is spent selling - no matter what your industry is.

3 Three key ingredients

Good news!

Build Your Competence

4 Nothing sells itself

The idea that a product, service or idea "just sells itself" is a farce.

5 Be the expert

Business (and life) rely heavily on trust, and in order to earn that trust, you must prove your competence.

6 Understand your customer

In order to effectively sell anything, you must have a strong grasp on who you are selling to and what exactly they are struggling with.

7

Solve a problem

When you position your product, service or idea as the answer to a problem, you immediately capture attention.

Build Your Content

8

Right message, right ears

Buying styles differ, and just because a sales message works for one person, doesn't mean it will work for another.

9

Pronouns matter

An effective selling process is one where your prospect or counterpart feels included.

10

Facts fade, stories stick

Providing someone with the facts of a situation is helpful, but can be overwhelming and easy for your audience to forget key details.

11

Analogies build bridges

The easiest way for someone to understand something new is by putting it into terms of a concept they already grasp.

Build Your Communication

12

Lights, camera, action

When you're preparing to deliver a message that you want to resonate with your audience, you should treat this time like you're preparing for a show.

13

Using labels to listen more, talk less

You may think you know how someone is feeling, but you don't truly know until they tell you.

14

Repetition is key

Studies show that humans need at least seven exposures to an idea or concept before it begins to register.

15

Make it a win/win

In sales interactions, one of the most impactful ways for you to gain buy-in and trust is by stressing the importance of the situation being a win-win.

Handling Objections

- 16** **No...now what?**
Even the best, most polished sales professional hears "no." After watching this video, you'll be able to more effectively handle objections and turn some of those noes into a yes.
- 17** **Using feel, felt, found**
One of the most important human desires is to feel seen and understood.
- 18** **Be a mirror**
You may face objections at times where you're left unsure what to do or say next.

Conclusion

- 19** **The keys to life**
Thanks for watching this course! Now, you should feel empowered to use the tactics gained in this course to help you have success when selling.

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