

Sales Insights By John Simms

(Questions I received from my existing clients, partners and inquiries)

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1). Were you always good at sales?

Answer: No. In fact, I hated sales way back when because I sucked at it.

2). How did you become better at sales?

Answer: Besides obtaining more experience and confidence in sales, I utilized my personal knowledge and other strengths to my advantage. Thus, helped me master sales.

3). In your opinion, what's overlooked in sales?

Answer: Virtually all sales transactions tend to be psychological and subjective in nature. Same thing could also apply to marketing.

4). I'm a good salesperson and I'm having a tough time with sales at my job. Do you have any suggestions?

Answer: Vague question, but I'll give you the benefit of the doubt, your employer may be the problem and not you. After all, you can only do so much when your hands are tied. Other than that, there could be several factors involved concerning your sales or the lack thereof.

5). What are the easiest ways to increase sales and income?

Answer: Besides utilizing my services, I would say effective marketing, proper networking, joint ventures, up selling, cross merchandising, etc. Even likability, professionalism, offering something that your customers want and having product, sales and industry knowledge helps. Of course, there are so many things that could positively affect your sales and income that I didn't mention here.

6). To improve sales, do you know any special tricks for copy writing?

Answer: Yes, but only my business clients and partners will benefit from them no offense. And for your information, I've even helped experienced copywriters improve their copywriting.

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7). I'm having no luck with content marketing, can you help?

Answer: Yes, lets set up your free initial consultation and go from there. By the way, your problem is very common and a lot of people have difficulties selling their products and/or services despite their content marketing efforts. Same could be said about attraction marketing.

8). Have you ever gotten involved with negotiations?

Answer: Yes and I solved problems and created solutions for businesses and individuals.

9). Can sponsorship improve sales?

Answer: Yes depending on the situation.

10). Do you know any sales and recruitment secrets for network marketing?

Answer: Yes. In fact, the network marketers I've helped are the the industry's 1%. That's all I'll say.

11). Your thoughts on rapport and sales?

Answer: Without a doubt, rapport is very important in sales, but it's only one piece to the puzzle sort of speak. For example, despite having rapport with your potential customers, if they don't purchase your products or services, it's useless unless you get a sale via referral. And here's another example, if you're selling inferior products and/or you can't compete with your competition, again, rapport isn't helpful. In all, there are so many factors with sales even though customer rapport is very important.

12). Your thoughts on sales and promotion?

Answer: You can have the best products or services in the world, but if no one knows about them, they're useless. Needless to say, promoting is very important in sales both online and in the real world. On the flip side, having exposure doesn't guarantee you sales. In fact, I've worked with clients who were well known with large followings that made little to no money before I got involved. Same thing could also be said about content and attraction marketing.

13). How do you increase your sales?

Answer: Connections, referrals, existing relationships, direct marketing and speaking engagements mostly. I also try to work with small businesses and individuals' financial situations and give them chances and opportunities through joint ventures, partnerships, investments, sponsorships and management deals. Thus, improves my sales and income among other things.

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14). What do you hate the most in sales?

Answer: My sales dislikes, when companies use bait and switch and salespeople who either lie to you or try to sell you something you don't need or want in order to make a sale. On the flip side, I dislike individuals try to steal from me by not paying me for my advice or services. That being said, I tell people upfront I don't work for free.

15). Do you have the upper hand in sales?

Answer: Yes I do for the most part because I know a ton about sales and know virtually all of its tactics and created new ones not to mention that I know a great deal about marketing as well. Needless to say, businesses and salespeople either love me or hate me depending on the situation. It also helps that I have multi-potentiality and have backgrounds in business, psychology, counseling, etc. In all, having sales and marketing knowledge has benefited me as a customer and businessman to say the least.

16). Do you have any David vs Goliath, underdog sales stories?

Answer: Yes, I have a few. When I was trying to buy my home, I beat out 5 other parties. And one of them was a large company who wanted to purchase my small lake house for corporate retreat purposes. Even though, the odds were in their favor, I was able to convince the seller to sell to me instead. And here's another example that relates to sales. I outsmarted health insurance companies and was able to compete and defeat my competition by creating a very unique, affordable health insurance alternative that benefits me and my clients/patients. As for other underdog examples, despite having a lot of competition and being financially strapped and unknown, I helped a DJ and real estate agent make more money, become well known and in demand from scratch. And on top of that, I've even helped small businesses and individuals improve their sales and income during this Covid-19 pandemic in which a lot of them had financial issues due to obvious reasons.

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