

Notes

In a recent interview, the president of a very large meat company told how just a few years ago, their largest selling items were canned hams. But today, with more women working, and less time to spend in the kitchen, they sell very few canned hams.

Today their mainstay is precooked dinners. Without foresight, or the ability to look ahead and predict with reasonable accuracy what may happen in the near future, a company could lose its competitive position and find itself in serious trouble.

As a business owner, you should give serious thought to keeping abreast of industry changes, new laws, tax laws, buying trends, and other factors that could affect your customers either positively or negatively. Then take whatever steps are necessary to prepare yourself to address those changes, as well as posture yourself in the minds of your customers as the expert they've come to know and depend on.

4. Demonstrate Leadership

The fourth ability or skill to develop for outstanding success, is that of leadership. Leadership is the ability to take charge and move others to action.

When you are working with a prospect, client or customer, and have identified and analyzed their needs, it is up to you to prepare and recommend a good, workable plan or proposal that will help satisfy those needs; a plan that's right for their situation and that fits their budget.

It's not up to the customer to tell you what they want. You are the professional. They have come to you for help and advice. You've got a lot more experience, knowledge and understanding of your products and services and what they can do for them than they do. It is up to you to take charge and assume responsibility for the satisfaction and solving of their problems, needs and wants.

And if you approach it with the right mix of professionalism, knowledge and confidence you'll be amazed at how many people will take your advice and follow your leadership.

5. Persuasive Selling Skills

Notes

**“The Road to Success is Always
Under Construction.”**

Some people say that knowledge is power. But it isn't. Knowledge is not power unless it's applied. This report has supplied you with some vital knowledge necessary to be successful in business. You now have the knowledge – now it's up to you to put that knowledge into action.
