

Relationship Selling

How to Sell
Yourself Online



*with
Melissa Ingold*

InternetMarketingSweetie.com

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About the Author



Melissa Ingold is the Internet Marketing Sweetie.

She's a savvy marketer who believes in designing a business around who you are as a person, and making a connection with your target market for long-term, repeat buyers.

Melissa has built a successful *and* profitable business through affiliate marketing, membership sites, and information products simply by being ethical, kind, and treating her prospects and customers like real people.

She believes that there's no reason to lose your soul in the process of trying to earn a really good living online, and by tuning in to your market, you can create a powerful, long-lasting connection, and sell more products in the process.

Melissa Ingold

The Internet Marketing Sweetie

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Introduction

What most people don't realize, and it's one of the main reasons that they are not successful with their business, is that they don't sell products and services. They sell themselves. We live in a world where people are very skeptical of just about everything. Their general belief is that if it sounds too good to be true, it probably is. Because of this preconceived notion, it is very hard to sell a person anything. However, there is a way to make the sales process easier. How? To sell yourself.

Let's face it. We all look for somebody we feel we can trust. How many times have you gone out and purchased something because a good friend of yours said it was good? We do it all the time. That's why referral business is the most important thing. There is nothing worth more than somebody telling another person that they just went to the new Charlie's Chicken Shack and it was the best fried chicken they ever ate. You don't think the person they told is going to try it out at least just once? And think about it, it didn't cost Charlie's Chicken Shack one DIME of advertising. Just a satisfied customer spreading the word to a friend. What sold the friend was not that Charlie's proved to be so great but that he trusted the person who told him it was good.

Granted, on the Internet, it's a little harder. We are dealing with people, for the most part, who we don't know. So we don't have their trust just yet. We can recommend something to them all we want, but without them knowing who we are or trusting us, we have very little chance of getting them to at least try the product or service. So this is where we have to use a little bit of brain power to earn the trust of these people. To do that, we have to first sell ourselves as somebody who is trustworthy. There are many ways we can do this, which we will be covering in this report as it progresses.

The one thing you must realize, and if you get nothing else from this report but this, it's that you can't sell somebody a product or service until you really do have their trust. This means that in whatever approach you use, the last thing you should do is bring up anything to do with sales. Don't give them the link to your product to buy it, no matter what you've put in your initial contact with them. You have to make them want you to send them more info. You have to make them write back to you and tell you how much they appreciated your honesty. Once you have their interest, then you can start to send them your offer or offers.

Being an Expert for Your Sales Prospect

When it comes to Internet marketing, people get involved in selling products hoping for that big score. The problem is, most people have no idea how to promote their products and don't know how to go about getting that information. As a result, they are left out on their own to fend for themselves and ultimately, as what happens 95% of the time, they fail. It's not because they didn't put in an honest effort, though there are some who don't do that, but it's because they just didn't have the right guidance. This is where you come in.

When you approach somebody about buying your product, you want to approach them as an expert on the product. The first thing you want to do is explain the product to them in complete detail. Many people don't want to do this because they are afraid that they'll be giving away too many secrets. The truth is, there is so much to learn about any one product that it would be impossible to teach somebody everything. Advertising techniques alone can take years to learn. So don't worry about this. Approach the person as somebody with knowledge. Make them understand that you know what you're talking about and more importantly that you know what you're doing.

But even more important than just imparting this knowledge on them is making them understand that you will personally see to it that they get the same knowledge for themselves. Make them understand that you are there to help them with the product. You're not just getting them to buy your product. You're getting them to become a partner with you. This is especially true if you have a product where your people are benefited by your own efforts. This way they know that not only will they get your knowledge but your help as well.

In becoming their expert and partner you have to first show your own results. This means showing them exactly how long you've been using the techniques in your own product, as well as how much you have made from it. Many people feel this is none of anybody's business. But the truth is, if you don't have any credibility, or don't want to share your credibility, you're going to have a very difficult time getting anybody to believe a word you say. There is an old saying that the proof of the pudding is in the eating. This is no less true in Internet marketing. If you can show a person that you are successful then you have a lot better chance of convincing that person that they can be successful as well.

It is also important to back up what you say. If you tell somebody that you are going to help them with the product then you better mean it.

Become their expert. Become their partner. Become their friend.

Lowering the Tension, While Raising the Trust

Let's be honest, whenever somebody is approached by a sales person, they are immediately on the defensive. The pressure is right there from the get go. We've been conditioned to react this way because that is the way that sales people are portrayed. With this tension comes a lack of trust because we feel that we are about to be scammed. It's a never ending cycle that is hard to break. The truth is, there is only one way to break it. The sales person has to do it himself. This is done by lowering the tension and raising the trust. Easier said than done, but it is possible.

Here are a few tips that just might do the trick...

For starters, you want to approach somebody delicately. You don't want to come off like some kind of raving lunatic, like so many sales people do with their "boy have I got a great deal for you" hype. People are so sick of this. Instead, what you want to do is casually bring up the conversation of whatever it is you want to get across.

Let's say you're selling a business opportunity. Instead of saying to somebody, "boy have I got an opportunity for you" and having them run for the hills, ask the person to tell you a little about themselves. Ask them what they're interested in. Ask them what their skills are. Ask them if there's something they'd really like to do if they could. Find out what they are doing. Talk about them, not about you.

After you've gotten all this information, ask them what they think of xyz, whatever it is you're offering. They may have some very strong opinions about it or may know nothing about it. If they have strong opinions and don't want anything to do with xyz, then don't force the issue. But if they don't know anything about xyz, ask them if you could give them some information, just to get them enlightened. Then, present the info in a way that is informative, not salesy.

You'll be surprised as to how receptive they might be to the idea if you present it in a low key way. What you have done is lowered the tension so that you can at least discuss the opportunity.

As far as the trust issue, well, you're already on your way there because you didn't come off trying to sell something. You presented information, and it was free. They're now more informed and can make a more informed decision. In addition to this, you can show them your own results with this business. Show them how successful you are and exactly how it happened for you. This will further gain their trust.

The most important thing is not to fill them with hype. Be above board and honest and you'll be surprised how often you'll end up closing a sale without even trying.

“Do What You Do - Get What You Get” Syndrome

One of the biggest problems facing most people who are trying to make a living on the Internet is that they simply don't know what they're doing. They may have even got your first computer and can just about turn it on. What the majority of these people do is hook onto the first thing that they come across, buy into the hype and then seek one person's opinion on how to go about making their business work. After they've done this, they basically put their work day on auto pilot, not doing any thinking on their own. This is where they run into problems.

Unless they are extremely lucky and latch onto something that actually works well and somebody who knows what they are talking about, they end up following this routine for days, weeks, maybe even months and see results that are less than satisfactory. Because they don't know any better, they keep doing what they're doing. They hope that eventually things will turn around. What they don't realize is that the process they are following just doesn't work and unless they change what they're doing they're not going to see any difference in their results.

The problem is, they don't want to hear this or believe it. That's where you have to convince them through a personal touch that they're wasting their time doing what they're doing. How do you do this?

More likely than not, you've done all the things that this person is doing. You can then speak to this person from experience. Tell them how you went the ad posting route to promote a website or that you've gone the MLM route to making money. Explain the pitfalls of each. Explain why it doesn't work and can't work. Explain what needs to be changed in order to see results. If you do this without trying to sell something and actually give the person enough information that they can see changes on their own without having to spend any money, more likely than not, they'll be receptive to listening to you when you present them with your opportunity or product.

Human beings are a strange lot. They can be stubborn and pig headed. It is very hard for us to admit failure. So when we spend so much time on something and it doesn't work, it's very hard for us to stop doing it. Why? Because we are admitting that we wasted our time doing that particular procedure. For some of us, this is almost impossible to do. That's why breaking this syndrome is so hard. But if you speak to a person from your heart and experiences, you can actually break them of this endless cycle of failure that they're almost certain to repeat for weeks, months, or even years to come.

Adding Value to Somebody's Life

We all want to better ourselves in whatever it is we do. For many of us, that means adding value to our lives. This can be done in many ways, and not all of them on the level of monetary gain.

For example. Some people feel that adding value to their life means starting a family, having an heir to pass along the family name to. This gives them a feeling of immortality thinking that if they have a child, or many children, that their lives have more meaning and more value. For others, adding value to their lives means being able to have more free time to do the things that they want to do and not have to spend every waking hour thinking of work.

Of course, there are those who equate value with dollars and cents and there is no getting around this. Their bottom line is the bottom line of their bank statement. The more money they have, the more they feel they are worth. So what does this have to do with relationship selling? Everything.

The key here is understanding that the important part is not so much what is important to your potential customer, as far as adding value to their life, but in finding out what that is. You need to speak to the customer on a personal level. Ask them what's important to them. Find out if raising a family is their priority. Find out if they want to be able to travel more and see the world. And of course, if the bottom line is that they just want to have as much money as they can make, then find this out too.

Once you understand what it is that makes your potential customer tick, you'll then understand how you have to approach them about your product, service or business opportunity. For example. If family is important to them, then stress how your product or service will benefit the whole family, either in the protection or service it will give them or even in the financial security it will provide. If your customer wants to have more time to travel, then show them how your product or service will give them that time. And of course if they're simply interested in the bottom line and want to make as much money as they can, then show them how your product will help them do that, without filling them up with hype and unrealistic expectations.

By getting to know the person you are speaking with, you will begin to understand what makes them tick and what's important to them. This is why it's called relationship selling. You're not giving a standard pitch to everyone. You're asking questions about the person and based on the answers, you're then giving a very specific presentation that is specifically tailored to their needs.

Finding and Targeting the Right People

We all want to believe that anybody can become a customer. We think we're such good sales people that once we give our pitch or have our prospect reading our sales letter, he or she will be signing on the dotted line before you can say Bob's your uncle. The truth is, not everybody is a prospect. At least not a viable prospect.

No matter what you do, you're going to find people who, for whatever reason, cannot be sold to, whether it be through old fashioned methods, relationship selling, emails, blogs, or what have you. You can come on to these people and be their very best friend and it won't matter. So the first thing we have to do is learn to recognize when a prospect is a viable one and not somebody you're going to ultimately waste your time with. This is where the key to relationship selling comes in. It's called connecting with your prospect.

To connect with your prospect you have to do more than just listen. Anybody can listen. The problem with listening is, after hearing what the prospect has to say, most people try to logically answer their questions. Logic doesn't apply to all people, especially not to the more difficult of prospects.

What you have to do with these people is connect with them. To do that, you have to put yourself in their place. To do that, you have to understand what they're going through. If a prospect says they're tired of working for somebody else and not having time with their family, think about how you would feel if you were in the same situation. By empathizing with your prospect you can best understand their needs. After you've done that, you'll know the best way to approach them. If then, this approach still doesn't work, then more likely than not, you have a prospect that just isn't worth spending any further time with.

When you speak with your prospect, find out why they want more time with their family. Find out what's important to them. In many cases, what a person says they want, like money, is really just a means to another end. Yes, you will meet people who only want money for the sake of having it. Those people can probably be sold to the old fashioned way. But most people want that money for a reason. They either want security or freedom or something else. It's your job to find out what that reason is by asking questions and listening to what the prospect has to say.

The above procedure takes a lot of practice to perfect. It may seem like it will take a long time to do this, but in the long run, you will end up saving yourself time by not wasting time with prospects who can't be converted into customers.

Warmly,

Melisa Ingold

The Internet Marketing Sweetie

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