

DAY 1 OF 30 · 30 DAYS TO BETTER SALES

WHAT IS SALES?

YOUR FIRST DAY TO BETTER SALES

It's Lerato's first day at work. She walks onto the floor, sees customers browsing, asking prices, one leaning on a car with his arms folded, and she freezes. In her head, sales means talking a lot, convincing people and pushing something they might not even want. **That idea is wrong.**



WHAT ARE YOUR GOALS?



WHAT IS YOUR SALES TARGET?



RATE YOUR CURRENT SALES SKILLS

1	2	3	4	5
6	7	8	9	10



SALES IS ABOUT HELPING SOMEONE MAKE A GOOD DECISION.

If you remember nothing else from this lesson, remember that.

SALES IS NOT ABOUT



TALKING



PRESSURE



TRICKING ANYONE

A GOOD SALESPERSON



LISTENS THE BEST



ASKS THE RIGHT QUESTIONS



UNDERSTANDS WHAT THE CUSTOMER ACTUALLY NEEDS

SALES IS SIMPLY MATCHING A PROBLEM TO A SOLUTION



BREAD AT THE SPAZA
YOU'RE BUYING SOMETHING QUICK TO EAT



DATA
YOU'RE BUYING A CONNECTION



CAR, CLOTHES, AIRTIME
YOU'RE BUYING A BETTER VERSION OF YOUR DAY



HER MANAGER SAYS

"PEOPLE DON'T LIKE BEING SOLD TO. BUT THEY LOVE BEING HELPED."

Sales is no longer about performance. It's about service.

CUSTOMERS WALK IN WORRIED ABOUT



PRICE



MAKING A MISTAKE



BEING JUDGED

Your presence should reduce stress, not increase it.

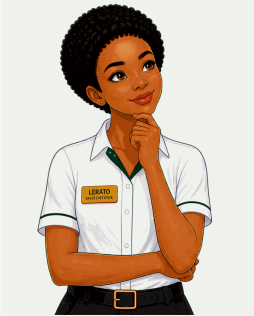


Trust is the real currency of sales, especially in South Africa, where people buy from people they like and respect. Sales is not a once-off transaction, it's the beginning of a relationship. And it's a professional skill: just like plumbing or driving, it can be learned.

PUT IT TO WORK

APPLY IT TODAY

Lerato doesn't need to know everything, use fancy words or impress anyone. She just needs to be useful. Here are three ways to do the same thing, whatever you sell.


WAY 1

KNOW WHAT YOUR CUSTOMER IS REALLY BUYING

Before your next shift, take the three things you sell most and write down the problem each one solves. Nobody buys a cellphone contract for the gigabytes. They buy staying in touch with family, or running their business from the taxi rank.

TRY IT

"People don't buy a funeral policy. They buy peace of mind that their family won't be left with the bill."


WAY 2

OPEN WITH A QUESTION, NOT A PITCH

When someone walks into your shop or sends a WhatsApp asking "how much?", don't fire off features or a price straight away. Ask one question about what they need, then listen properly to the answer. Now you can match the right product to the real problem.

TRY SAYING

"Happy to help with that. What will you mainly be using it for?"


WAY 3

TAKE THE PRESSURE OFF

Remember the guy leaning on the car with his arms folded? He's worried about price, about making a mistake, about being judged. Don't chase him. Greet him, give him space, and make it easy to come back to you. Trust comes first, the sale follows.

TRY SAYING

"No rush at all, have a good look around. I'm Lerato. If anything catches your eye, I'm right here."

THE RECAP

-  **NOT TALKING MORE OR PUSHING HARDER**
-  **HELP SOMEONE MAKE A GOOD DECISION**
-  **MATCH A REAL PROBLEM TO THE RIGHT SOLUTION**
-  **TRUST FOLLOWS**

TODAY'S ACTION

- ☐ Write down what your top 3 products really give the customer.
- ☐ Start your next 3 conversations with a question, not a pitch.
- ☐ Notice one customer who looks unsure, and make them feel less pressure.