

# Marilyne Woodsmall's Timeless Sales Truth Principles

## **Woodsmall Truth Principle #1**

People will tune into your incongruity in spite of any attempt on your part to conceal it.

3 Cardinal Rules of Sales

- 1) The first person you have to sell is yourself.
- 2) If you fail to make the sale, you have done your customer a great disservice.
- 3) If you believe that what you are selling is not beneficial or of great value to your customer, then the best thing to do is to change your profession.

## **Woodsmall Truth Principle #2**

People do things for their reasons and not for our reasons (more on this at a later time).

## **Woodsmall Truth Principle #3**

People make up their minds based on their emotions and then rationalize their decision based on reason.

## **Woodsmall Truth Principle #4**

Go after the top of your market. It's easier and the payoff is greater.

## **Woodsmall Truth Principle #5**

Profit = Sales Volume x Margin

## **Woodsmall Truth Principle #6**

Always sell benefits and not features.

WoodsmallWisdom.com Presents:

**Woodsmall Truth Principle #7**

Know when to stop talking and close the sale.

**Woodsmall Truth Principle #8**

What goes on in your body affects the head and heart and vice versa and is unconsciously perceived by your prospect.

**Woodsmall Truth Principle #9**

Your ability to calibrate the non-verbal responses of your prospect to your communication provides an elegant trump card to closing the sale.

**Woodsmall Truth Principle #10**

Reducing the perceived differences between you and your prospect on both a conscious and unconscious level greatly facilitates your sales success.