

# WEBBSTERS DICTIONARY

***Skillent***- a skill that has been practiced or perfected to a level at which it appears to be a talent.

***“If it is Repeatable, It is***

***Perfectible”***- If you have a repeatable sales process, you can practice it until you reach a level of perfection.

**Ex.** Tiger Woods is one of the greatest putters that has ever lived, but he has a repeatable process that he practices over and over again until he’s perfected it.

***Objection Getters***- Words that we use when we want to bring out objections.

**Ex:** Today, Now, Financing, Buy and Contract.

***Getting an Unfair Advantage-***

Doing the extra things necessary to be able to close at a high percentage. The superstar selling system will help you get that unfair advantage.

***Selling to the Senses-*** a selling philosophy that involves stimulating all five senses to guarantee a sale. Senses are actually involuntary, and if you stimulate all five of a customer’s senses, they will buy from you.

***Practice the Way you Play-*** A term that describes how you should role-play. Much like a football player practicing for a big game, you should practice the way you would you would act with a customer. If you practice what you play, you will perform when the money is on the line.

***The Walk of Life-*** A system that makes even the most inexperienced sales person close at a very high percentage. The Walk of Life makes closing repeatable, and if it is repeatable, it’s perfectible!

***Respond to the Response-*** A term that describes one of a salesperson’s biggest problems, talking too much. We should listen twice as hard to the customer, and respond to the response.

***“Oh Really, What Makes You Say***

***That?”***- A question to ask when you need more information. If a customer gives you an objection, and you ask why, you might just get “because I said so”. By using “Oh really what makes you say that?” you can say goodbye to confrontation, and hello to information.

***Homatologist*** - An In Home Salesperson, who has mastered the skills necessary to diagnose a homeowner’s problem, and prescribe the appropriate solution.

***Bring Down the Shield of Ice -*** disarming a customer's perception of sales person and selling them something.

***S.E.O.C.S-***

Set yourself up as the expert

Educate the customer

Ownership

Create sense of urgency

Sell the reference list

***“Don’t Put Any Mustard on the Hotdog”*** – The preferred in-home selling system is really good the way it is; don’t try to add to it. Keep it simple!

***Edutainment*** – In-Home sales presentation that contains entertainment and education for the best results.

***Transition Questions*** – Questions designed to bring out customer objections before the presentation.