

THE ULTIMATE GUIDE

To Closing Deals In The Security Industry



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Secrets Of A Successful Security Marketers

Boost Your Sales Today!



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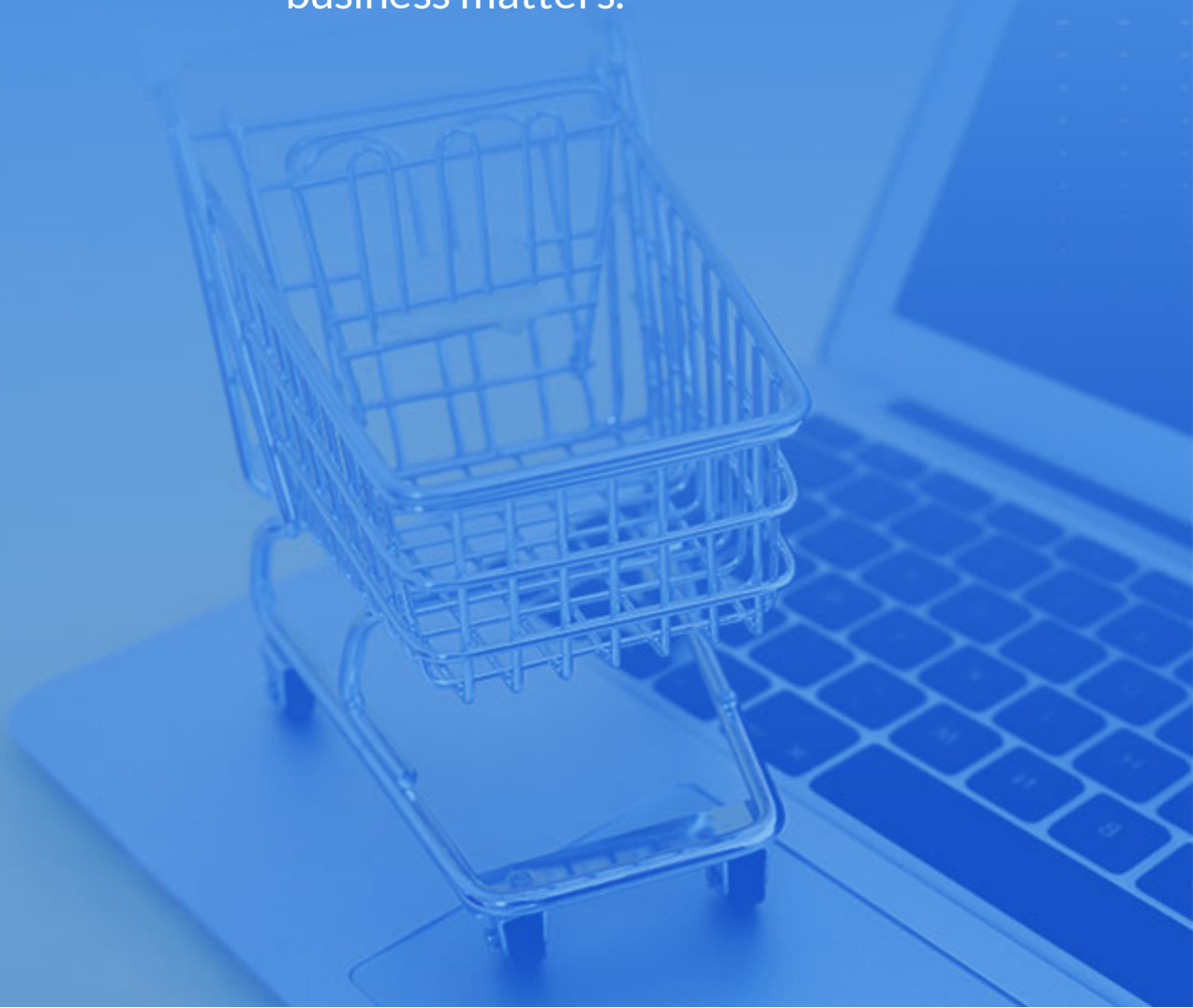


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Introduction

Is it very possible to sell security services to any B2B? This is one question that many people have always asked themselves. The answer is yes. It possible to sell these services to B2B depending on the sales skills you have. If you are a good salesman, you can do this without much hassle. A person who is well skilled in the art of selling can sell anything to anyone and make good cash out of it at the end.

Knowing how to sell is the basic to selling anything. It will determine if the business will be successful or a failure. There are some secrets which you need to read so that you get to know what it takes to have that convincing power that will see you sell services to B2B.

If you do not have these secrets, then you are missing out on a great opportunity of making good cash. These are the basics of earning big and you can learn them in this eBook. After reading this eBook you will learn on how you can sell without much hassle. You will be equipped with all the skills needed to be a good sales man who will convince people buy anything.

This will see you make huge profits. Sales skills are not inborn. They are built over time. This is why you need to take your time to go through the eBook so that you get to know the right skills that you need to have to convince B2B's to buy what they do not like-expenditures.



SALES



Factors To Consider Before You Venture Into The Business

If you are interested to venture into the business of selling security services to the B2B community, then you need to be well prepared.

This is one of the challenging businesses but which is very profitable if you sail through. In addition to your skills you need to consider other things so that you are successful.

Market

The market consists of the people you will be selling to. In this case your market is the B2B community. These are the target customers you are going to deal with.

It is good to know the form of services they want. This will be a good way of delivering them the right form that will see you get enough profits.





It is good to know where you will be selling your services. Also know the location of your business. It is good to know a good place where the consumers do their businesses, so that you locate your security selling business there.

The B2B's are people who like moving from place to place. This is why you need to take your time so that you know a central place where they stay for long.

Demand

Demand is what is needed. Before you carry your services to the B2B's, it is good to know if they will really need it. Know their demand i.e. the quantity they want.

You should know how many people are living in a given area so that you make estimates of the quantity they may need.

There are factors that may affect the demand for the services you provide:

- Your marketing tactics
- The quality of the services you are selling
- The price of these services
- The amount of money the consumers have. It is good to know how these factors may affect the price of your services.



Daily Habits Needed To Sell You!

Persistence

It is good not to listen to the word NO. Impossibility should not exist in your vocabulary. Do not give up on persuading the B2B's to buy your services. Let no be an opportunity to convince them to say "yes."

It is good not to listen to the prophets of "no" and instead try and keep knocking and at last the door will be opened for you.

A good sales man should never give but instead should work on the ways of convincing the customers to say yes.

Respect

This is the key to success in any business venture you have. If you treat people with respect they will also treat you with the same.

It is good to remember that the first perception matters a lot. This is why you need to show the B2B's respect from the first day you approach them.

It is of great significance to appreciate their way of life. Do not underrate them due to their lifestyle. If you want to succeed in selling them services you should not intimidate them.

Conviction

It is good to act like you have achieved your aim. Convince your mind that you have managed to convince them to buy your services. This will give you the confidence of getting to convince them in real.

It is good to have that positive feeling that you have managed to convince the B2B to buy your products. You can achieve this if you are ready to build some business confidence in you. Sell your ideas with a passion.



The Process

The sales process of any product can be quite challenging. It involves a combination of art, science, personality and luck. This is the same case with the sale process of security. It involves you being aggressive to convince people buy your services. To make the whole process of selling services to them a success, you will be required to have strategy of carrying out this business.

This is a very dynamic business that has a number of challenges you will need to be keen to overcome them. Knowing the benefits you will get from selling services to the B2B community is one thing that will see you work hard towards seeing the business flourish. This will be a good thing that will motivate you to use any means available to convince them.

Many people will be surprised if you tell them that you want to security services to the B2B's. They will think you are insane by selling products that people do not need. Some may conclude that you do not have good personality to convince people to buy other products so that is why you have opted for security. You need to motivate yourself and prove them wrong by selling services to the same business they thought you were mad venturing into.

Let no one be a roadblock to your ideas of selling. To succeed in selling, you will need to know of what benefit will your services be to your target customers. For the sale process to be successful you will need to: Understand the problems of your customers. Show your customers how your product in this case "security" will help in addressing their problems. Help the customers understand how you are going to use your product to solve their problem and be available for consultation.



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The kind of services you have will market itself. It is good to have a good relationship with the customers. This relationship is built by you having high quality services that will be of help to the customer. It is advisable you have empathy, ethic and desire.

These are the three skills you need to have so that you effectively solve the problems of the clients. If you will be able to capitalize on the three factors, you will be able to comfortably sell products to them. These are the three factors that a good sales man should have in mind.

The bottom line of any product is that it cannot sell itself without the salesman advertising its benefits. This is why you need to take an initiative of marketing your services. This is because products do not deliver the selling point above on their own; they need people to market them. You will need to have good marketing skills that will see you market these services. It is good to have the best techniques so that you effectively sell them on YOUR idea.

If you have the best techniques you will be able to sell to a number of clients. This is a good way that will see you earn good cash in a short period of time. It is good to capitalize on any selling opportunity so that you make great money. It is good to persist even if your ideas are rejected.

Take your time to persist customers so that they see you are serious to sell services to them. Take advantage of any slightest opportunity to persuade the B2B's to buy from you. Do not give up even if you are in a state of making losses.



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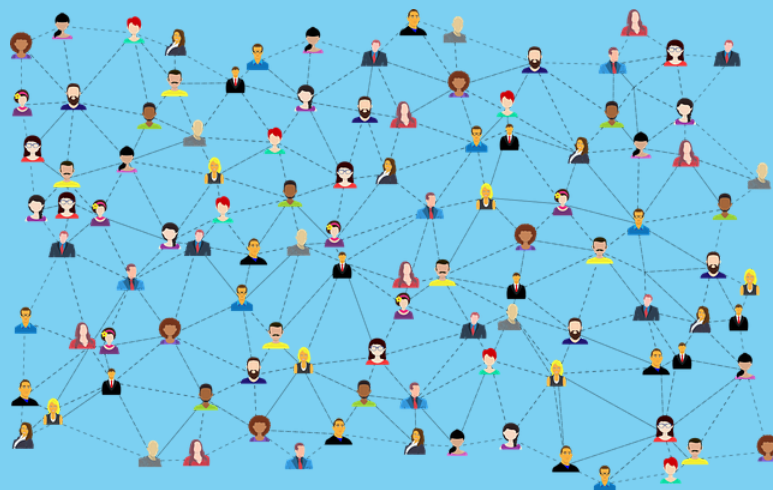
It is good to first do good research to know if the businesses will buy the services you are selling. Know if they are qualified to buy from you. It will be a waste of resources and time to go to sell services to people who are not interested to buy. It is therefore advisable you take your time and visit the business location and know their need for security.

Prior visitation before the real sale starts will be good to help you know the customers need when it comes to security. It is good to learn about your customers and their needs. A good security salesman knows when to move on. It is not good to keep gloating over success. It is also good to avoid wasting time with people you think will not buy your services.

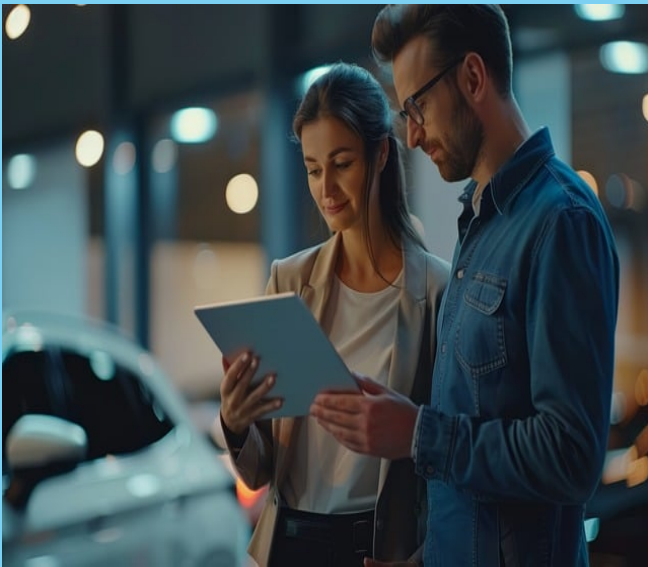
Try to convince them and if they prove impossible, move on to the next group of businesses who are interested with your ideas. It is good to know when to move on. It is good to explain how different your services are. It is advisable to explain to them how different your products are from the one sold by your competitors. To do this, you need to have good bargain skills.

Tell them what makes you better than your competitors. Tell them on the means you are going to use to deliver the best. It is also good to tell them what will make you be consistent in giving them the best products. When you are able to explain what makes you unique, you will be in a state to sell your services successfully.

Forming good relations with the industry is another thing that will see you sell them successfully. After you have formed good relations, it is good to turn them to partnerships. It is good to give your customers good value which will encourage them to buy services from you. This is one thing that will see you have potential customers to buy your services.



The Art Of Selling



**BUY
NOW**

Before you venture into the business of selling to the B2B crowd it is good to do your homework so that you know what you need to sell security effectively.

Just like any other business, it is good to take your time to look for the market of your products. Good preparation is one of the ways of making your business grow.

It is good to have confidence in what you want to venture into. Even if you do not have experience, you can still become a influenced salesman.

Before you venture into the security business, it is good to know what you want from the deal. It is not good to rush.

Take your time to know the main reason you want to start selling to. Most people will venture into this business to make money.

It is good to get help and information before you start selling. This is the way that will see you succeed in your business. Seek assistance from professionals like accountants and lawyers.

Other people you cannot miss to consult are bankers. These are the people who will see you succeed in the business of selling. You can get the services of these people by making use of the internet technology.

It is of great importance to plan for the downside. It is good to know how to curb the challenges you may face. Gauge yourself to know if you are in a state to resist any drawbacks to see you succeed.

It is good to use tools like insurance and bonds so that in case of losses you are compensated.

The Law Of Selling



Always aim to be the best sales man in the security selling industry. This is what will drive you to use any means to convince them to buy.

It is good to attend sales seminars so that you get the right skills and experience to sell your products. Never stop improving your sales skills.

It is good to have goals and work on them if you want to succeed in selling. It is good to write down on the number of businesses you want to sell security to per day or per week. This is one thing that will motivate you to sell effectively.

Laws You Need To Obey

The first law you need to know is that you should build good credibility with the customers before you sell. Make your customers trust you and the kind of services you will sell them.

This can be achieved if you sell your ideas well. If the customer trust your services, they will buy it more and more as you earn good cash.

Asking questions and listening to your customers is another law you need to abide by to sell your services effectively. It is good to understand what they need in order to improve their business.

This will be easier to make you sell them the right sale to satisfy their needs. It is good to position yourself as a problem-solver in the heart of the customer. The way the customer will think of you and your services when you are not present matters a lot.

It determines how they will respond to you when you come. When the customers view you as a problem solver in terms of asset protectors , they will readily buy it from you.

Factors To Consider

It is good to eliminate distractions. You will be required to be in full control of potential clients by attracting their attention. You can only achieve this if you focus on them alone and know what you want to achieve at the end of the day.

It is also good to focus on an unexplored area. This is where the B2B's have not heard of the importance of security services. These are the kind of people that you can successfully convince and sell them.

-It is good to be enthusiastic. It will be of great importance if you will be enthusiastic about the importance of security. This is one great way of getting many customers.

-It is of great significance to put more concentration on how to sell. Make your decisions with emotions but then sell the services with logic. It is good to have good preparations logically but sell with emotions.

This is what will see you being aggressive to look for clients. It is good to convince your customers that they will feel great if you sell them these services. Tell them of its importance.

-Being direct is one thing that will see you getting more customers to buy your products. Stop beating around the bush. Just hammer your sales ideas on the head direct. This is a good way that will see your clients say yes to your products.

How To Get Customers To Buy Your Services Again And Again

As an entrepreneur who has ventured into the business of selling security services to potential customers, you will be demoralized if you receive a cold reception. This means they will say no to your services. Let the NO be the end of hope of succeeding in your business. There are a number of ways you can change this no to a yes.

It is good to be humorous. When you face them to sell them, try to be humorous so that you create a rapport. Some experts in the sales industry recommend that you use phrases like, Thanks for saying no. I am used to three no before I hear a yes. Do you know anybody else who can say no You can also use a phrase like, Is that your final answer

These are phrases that will help you attract the attention of the customers even if they had said no. They will link you with them so that you get the platform of selling your services to them. When clients say no, it is good to inquire again and again until you get the main reason why they said no.

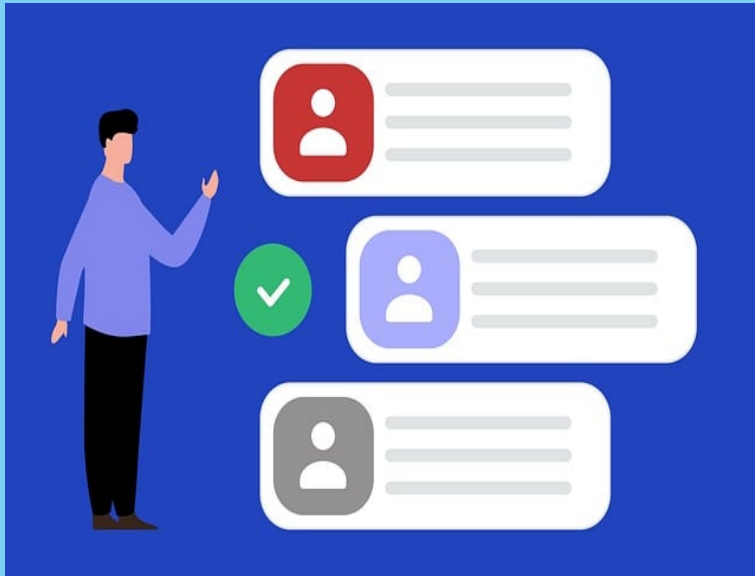
Get to know the main reason why the customer said so. This is a weakness you need to take as an advantage to your side so that you work on. This will see you convince them to say yes. It will be good to find out whom your customers buy their security from.

This will be a good way of knowing the criterion the other sellers use to convince them to buy. Go and work on this criterion and even improve it so that next time you approach them you will automatically win them. If next times they do not buy from you then know maybe you overworked over the same.

To ensure your customers come to buy from you again and again, make them hungry for your services. This can be achieved if you sell them high quality . They will also long to buy from you if you treat them with courtesy. This can be done by:



The Selling Appetite

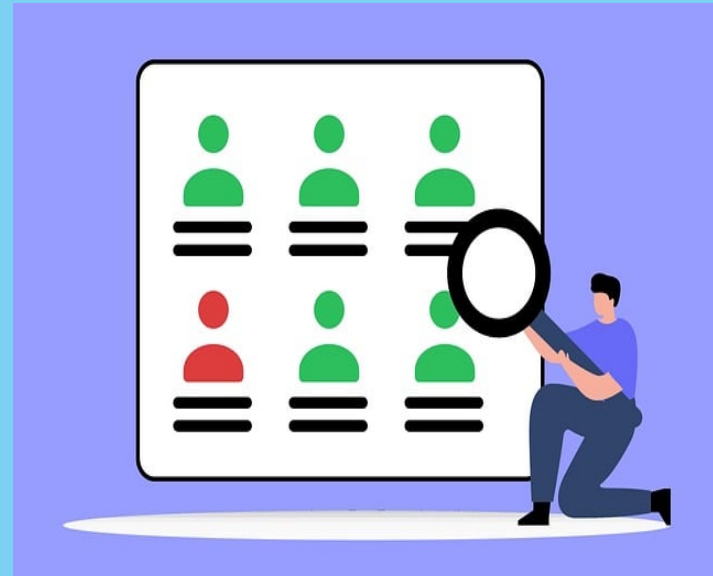


Loving your customers. The first impression you show when you approach them will tell them if you love and care for their needs.

Many customers will like to do business with people who care about their needs. These are the people who will know what their exact problem is and deliver the right solution.

Addressing your customers by name will be a good way of motivating them to do business with you. This is one of the magical tools that many people in the business industry have used to attract more customers.

This is a show that you are interested in knowing them. This will make them feel free to buy your ice.



If you want to keep customers, it will be of great importance to be **fast in your actions**. You need to offer them instant responses to their problems.

This is what will build trust in them about what you are selling. Try to explain to them how your security will save them from the bondage of problems they are in.

It is good to adhere and fulfill your promises to the prospects. There is nothing which will turn off customers like when you do not keep your promises. If you promise to offer a solution to a given problem by a certain time, try to do that.

If you cannot, try to give a tangible reason as to why you cannot. This will be a great way of enabling your customers to come again and again

Steps Of Selling To The Buyers

Step 1: Make sure you expose the problem. This is the first thing you need to do. Show the people you want to sell your products to that they have a certain problem that they need to work and eliminate. Explain how your products will be very crucial to help them solve the problem.

By doing this, your customers will be interested to know how their problem is going to be solved. Let your clients know that there is a full grown problem that needs to be addressed. By exposing the problem, you will be attracting clients as many people will be sorting out the solution to this problem.

Step 2: Demonstrate the ability to offer a solution. After exposing the problem, the next thing to do is to offer a solution to your customers. By offering solution, it means you explain to the customers how your products will help them to cater for the problem they are facing.

Do not give them full information on your product but rather be in a state that shows you are sympathizing with them. It is good to show that you are in a state of offering a solution to their problems. It is good to explain how important your solution will be to your customers.

This is one way of seeing them buy your products so that they can have your problem solved. It is good to climb down to their level so that you share with them the pain.

Step 3: Show your customers the benefits of your products. Now that you have shown them the problem and explained the need to find a solution, your next objective is to show them of what benefit will be your products to them. When you have a problem, it is upon you to try and solve it.

Solving it means you get the most appropriate way that will completely eradicate this problem. Do not show your customers what you do or offer but also show them the benefits of what you offer. Do not show them your products but rather explain to them what they will gain if they put into use your products.

Step 4: Justify and act. Once you have provided all the information to your customers, it is time to show them the real sale. To make them buy, you will have to use your skills to convince them that your products are the best. It is good to act on the drawbacks that may come your way. You can achieve this by justifying your actions. Giving your clients a reason to buy is a good way to have more sales. Show them the need to have your products solve their problems.

Steps Of Insights FromThe Buyers

The hardest business you can venture into is the one for selling security services to a potential prospect. A good sales man is the one who has the right skills that will see them sell any product to any people. If you are an emerging business, a good sales person is the one who will show you the pot of gold, tell you every detail of it, and let you sense it, feel it, emerge into it and then show you the benefits of it to your business.

Even if you stay in the place where you see security each day, after the explanation you will see this service as being different. You will begin to see the other part of security you have never experienced before. By the time the explanation will be done, you will be ready to buy a new envisioned security application.

It is good to know as a sales person that some things are sold only if they are explained and implied. You cannot sell something the customer is not aware of. You need to present your products so that the customers can have a look at them before subscribing to your explanations.

A good sales person should allow the customer to interact with the product so that they get to know how it works. Some of the security sales and marketing techniques that have been used and worked magic include:

Use of images for explanation-

Depending on the products you are selling, it is good to use images to further explain how the products will be of benefit to the customers. The use of images can enhance the customers'™ decision to buy a product you are selling. Images will tend to communicate more than you talking.

They tend to remain in the memory of customers for a long period of time. If you have a more outrageous image, you will be at a good chance of attracting many customers. Let the images used be authentic and appealing. If you are for example selling lawn mowers, it is good to use the image of a lawn mower to explain how it works. This will be a good way of getting your customers buy it. It is good to use images to show how your product is used so that it gives the customers the best services.

Steps Of Insights From The Buyers

Use symbolism-

Use of imagery and symbolism is one thing that will see you sell your products well. Sell products referring to people who use it. If for example you are selling surveillance use symbolism of people being monitored the same. Get your clients to know that surveillance is good.

It is good to convey your mood-

It will be of great importance to convey your mood through what you say. Make sure you appreciate your customers. This is a good way of setting them into the mood of doing business with you. This is one strategy you should stick to in order to attract more and more clients to buy your products.

The mood you have is the one that will determine the number of clients to buy your products. Even if you have been annoyed by different people, don't show your customers that you are. Try to smile to them and treat them with courtesy.

It is good to blend the benefits into the product you are selling-

It is good to explain to your customers the benefits they will be entitled to once they purchase the products you have. You will sell your products effectively with ease if you explain the benefits vividly to the target clients.

It is good to take your time to give fully explanation as to why your clients should buy your products. Many business experts advise that you should be creative in the way you convince people to buy your stuff. This is one thing that will see your business flourish. You will be able to earn more profits if you have the right strategy.

We Welcome Your Feedback

feel free to get in touch with us for any
feedback or questions

