

● Action Tool

Big 5 Sales



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WELCOME

Watching the Big 5 animals of South Africa, and noticing many similarities between the actions and attitudes of the animals and success concepts of millionaire sales professionals resulted in the Big 5 sales system.

This easy manual has been designed to give you the quick effective ideas that will if used, guarantee success.

All ideas are tried and tested and work in practical terms. The system has 5 major sections; five areas that once mastered, will guarantee you the “Big Deals”.It includes over 100 ideas on sales.

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| 1. | Laws of the wild | - Laws of Success |
| 2. | The Rhino | - The Ultimate Secret to Sales |
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| 4. | The Elephant | - The Knowledge |
| 5. | The Leopard | - Getting and Keeping New Business |
| 6. | The Lion | - Closing the Sale |

PROGRAMME AIMS

By the end of this course you will know and understand:

The Laws of sales and sales success used by Millionaire Sales People.
The preparation and knowledge required for sales success.
Common buying benefits and benefit selling.
How to identify common objections and overcoming them.
How to lead people with questions.
How to understand, accept and handle rejection.
Closing the sale.
How to become a referable commodity.
And so much more ...

THE LAWS OF THE WILD

The Laws of Business

People don't succeed because:

1. They need it!
2. They use old ideas.
3. They stay tuned to WII fm!
4. They are obtuse.
5. They want instant success.
6. They break the laws of sales.
7. Selling is not for sissies.
8. It's the true measure of people.
9. Make your own breaks & luck.
10. If it's meant to be, ...
11. If it were easy,...
12. Apprenticeship.

Laws of Nature

13. Survival of the fittest, ugliest & nicest.
14. Results are all that count.
15. You cannot win them all.
16. Wake up - Be Alert.
17. The bravest will survive.
18. "Success comes to those who wait".





A series of horizontal lines for writing, with various paw print illustrations scattered across the page. The paw prints are in shades of gray and include both four-toed and five-toed designs. Some are large and detailed, while others are smaller and simpler. The paw prints are located in the lower half of the page, interspersed with the writing lines.

STEP 1
The Ultimate Secret to Sales



THE BUFFALO

THE OBJECT OF THIS SECTION

In this section you will be given ideas on how to discover the role of attitude and how to keep it sharp.

19. Why are you here?

20. What do I want?

What is attitude?

- Positive or negative feelings towards something.
- It's an indication of the true "you".
- It shows your self-image.
- It shows how you feel about your family.

Why is attitude so important?

- Attitude is the great motivator.
- Attitude is the great persuader.
- Attitude is contagious.

21. How do I stay committed and motivated? (All the time)

22. Why does my company excite others and me?

23. Why do my products excite others and me?

24. How does my company and products make a difference?
