

# Do You Know How To Sell? 89 Sales Tips to 'Sell It Like Serhant'

I train people to be successful at sales. It doesn't matter what you sell: If you're willing to learn, I can teach you to be successful at sales. Salesman Ryan Serhant agrees. Ryan says he can teach anyone sales: and he's proving it on his new show Bravo show, Sell It Like Serhant. Here are Ryan's top sales tips for sales success by episode. Season 1



## The sale starts with 'Hello': thEpisode 1: All Bottled Up - Wine salesman who is not comfortable selling

- 1 Upsell: Learn the importance of prioritizing the sale and upselling potential buyers.
- 2 **Prioritize:** What makes you the most money?
- 3 Show Value: Explain why your product is useful.
- 4 Make a Personal Connection to People: Tell stories, don't just give information.
- 5 Listen for Cues: Stop talking and start listening to what your prospect is saying.
- 6 Ask Questions to keep the sale: Make a sale at every opportunity.
- 7 Visual Cue: Use your product as visual cue.

## Episode 2: Wax On, Wax Off - Waxing salon saleswoman who's embarrassed

- 8 Understand: Understand your product.
- 9 Comfort: Always make your client feel comfortable with what you're selling: that's what they're buying into.
- 10 Demonstrate What You Sell: Show how to use the product you're selling.
- 11 Empathize With Clients: Put yourself in their shoes.

- 12 Master All Facets of Job: Learn the facts - everything you can about the product you're selling.
- 13 Soothe, Distract, Comfort, Change Subject, Shock, Assert Value: Use different tactics to sell.
- 14 Sell With Confidence: You're selling to people who want or need your product.
- 15 Turn Your Fear Into Your Fire: Use your fear that holds you down to fire you up to move forward.
- 16 Talk to Strangers: The ability to talk to anyone, about anything, is sales.

### Episode 3: Coming Unhinged - Custom kitchen and cabinet sale

- 17 Hook: A phrase you use in the first 10-30 seconds that convinces your prospect that you know what you're talking about.
- 18 Stories Sell: Tell a story that explains turn.
- 19 Know Your Product: Do your research so you can show that you know your stuff.
- 20 Compliment: Make a connection and start the conversation with a compliment.
- 21 Connect With client: Ask questions to build a relationship.
- 22 Close the Deal: Have pricing and all relevant information and contract with you so when your prospect is ready to buy, you can close the sale.

### Episode 4: In Big Tub-ble - Hot tub sales

- 23 Be Enthusiastic With Your Customers: Make people trust you and be excited about your product.
- 24 Inhabit the Fun That You're Selling: Steve Jobs said it best: People don't know what they want until you show it to them.
- 25 Ask Questions: Learn about your prospect so you can solve their problems.
- 26 Sell the Experience: Your customers want the benefit your product delivers.
- 27 Tell a Story: Make the connection and build a relationship.

### Episode 5: Apartment Rentals: A broker's drive

- 28 Ask Questions: Ask clients questions about themselves.
- 29 Don't Pressure People: It's not about one quick deal, it's about building a long-term relationship.
- 30 Don't Waste Time: Listen to when the client says no.
- 31 Show Enthusiasm: Be energetic.
- 32 Don't Be Pushy: Be friendly and helpful not aggressive.
- 33 Have Fun & Engage With the Customer: Demonstrate you enjoy your job.
- 34 Don't Chew Gum: It comes across as rude.
- 35 Be Creative: Solve their problem.
- 36 You Need to Be Fully Committed: Be invested in the career you want.
- 37 Don't Be Afraid to Be Selfish In Order to Advance: Otherwise people are going to walk all over you, and you're going to

work for all people the rest of your life.

- 38 Live a better life for yourself, so you can live a better life with everyone else. n

## Episode 6: Dress Sales: Hanging by a thread

- 39 Ask 2-3 Introductory Questions: Create a Match Between the Buyer and What They're Buying: Ask questions to find out what they want.
- 40 Help Customers Choose Best Options: Show your expertise.
- 41 Always Start With a Positive: Start with a compliment; address customer's concerns in helping them make the best choice.
- 42 Curate Options: Create the perfect match - stay with the customer and give them limited choices that meet their needs, don't just show them everything.
- 43 Encourage the Sale: Know your product, stay high energy and lead them to a good choice.
- 44 People Purchase Enthusiasm: Show your passion for your product.
- 45 Smile and Make Friends: Make a 120 second friend.
- 46 Don't Pin Too Many Hopes On One Customer: Sometimes you have to know when to move on: speed selling.
- 47 Demonstrate Confidence: Show you are a sales pro with expert knowledge of your product.

## Episode 7: Boy's Club: #MomBoss Only woman at a Commercial Real Estate Brokerage

- 48 Power Broker Face: Don't be too nice!
- 49 Show Off Your Experience: Don't be modest.
- 50 Be Powerful and Confident: Believe in yourself, but don't take everything personally. It's business.
- 51 Speak With Conviction: Demonstrate you know your business.
- 52 Don't Use Words of Weakness: Don't say 'um' or 'probably' - bite your cheek or something. Enunciate your words.
- 53 Brag About Your Successes: Sell yourself to your prospect.
- 54 Compliment the Space: Prove you understand how the property can be marketed
- 55 Ask Questions: Show an interest and willingness to learn.
- 56 Think of Best Use: How would you maximize their investment return.
- 57 Don't Overpromise: Manage expectations, under promise and over deliver.
- 58 Turn Negative Thinking Into Positive: Turn an objection around and use it to demonstrate your value.
- 59 Reference Your Company: Show you have a team behind you supporting your work.
- 60 Handle Rejection: Accept, and recover.
- 61 Develop a Social Media Presence and Brand: Target your audience. Show who you are and how awesome you are: don't be all business.
- 62 Be Proud of the Real You: Show who you are and why people should want to work with you.

- 63 Look the Part: People make up their mind about you within the first 5 seconds of meeting you.
- 64 Own Your Space: Take up as much physical space as the men.
- 65 Own Your Compliments: Accept compliments.
- 66 Don't Be Desperate, Be Hungry

## Episode 8: Pore Sales: How to sell scrubs and lotions

- 67 Eye Contact: Make eye contact to connect with your prospect. It makes you the alpha in the relationship and regain credibility.
- 68 Sales is About Connecting: When you have a wall up, no one can connect with you.
- 69 Provide Product Details: Know the features and benefits that sell your product.
- 70 Don't Say 'I Don't Know' or 'Sorry' or 'I Guess': No social crutches when you're uncomfortable or self-conscious.
- 71 Stand With Confidence: Don't hide your hands, point your feet ahead.
- 72 Don't Over Apologize: Make eye contact.
- 73 Know Your Product: Understand how your product is made, even if you can't make it yourself.
- 74 Buyers Love Unique Products: People want things they can't make or get easily.
- 75 Demonstrate the Value: Tell prospects why your product is a good deal.
- 76 Show Enthusiasm: Get excited about your product, show confidence in why your product delivers.
- 77 The Sales Starts with Hello: The first contact starts the sales process.
- 78 Own Your Domain: Touch everything in your domain so you "own" them: own your environment.
- 79 Don't Apologize: Women over-apologize.
- 80 Do The Smile Test: Put a pencil in your mouth and bite to teach your muscles to smile.
- 81 Be Comfortable Physically: Run your hands under cold water so your physically more comfortable: it lowers your body temperature so you don't have a sweaty palms.
- 82 Power Pose: Stand strong, shoulders back, head up and assume a pose of primal powership: I Am Powerful!
- 83 Don't Ask Closed-End Questions: Never ask a customer a question they can say no to.
- 84 Give Customers a Wow Moment: Do you want to be wowed?
- 85 Push Both Options: Demonstrate the value of all your products.
- 86 Compliment the Buyer: Make the customer receptive to you.
- 87 Steer Toward the Right Product: Lead the customer to the product that is best for them.
- 88 Engage: Make conversation and keep the conversation flowing.
- 89 Ask Questions: Solve their problem!

**I can teach you to be successful in sales: IF you are willing to listen and learn. My**

**international best-selling book The Sales Assassin is available on  
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Created By Anthony Caliendo - <http://www.thesalesassassin.com/>