

Money Making Ideas

Hints To Help You Maximize Profits

(NAPSA)—Success may be all about the little things, says a man some have called the world's best-known salesman.

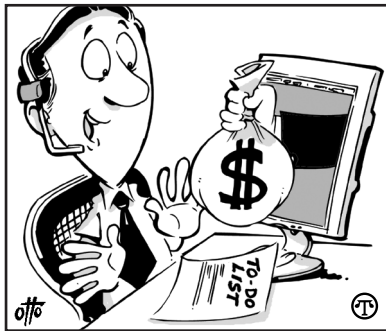
"Never neglect the little things. Never skimp on that extra effort, that additional few minutes, that soft word of praise or thanks, that delivery of the very best that you can do," says Og Mandino, author of "The Greatest Salesman in the World." "You can never do your best, which should always be your trademark, if you are cutting corners and shirking responsibilities."

Here are a few little things you may want to brush up on to help you achieve success:

- Learn to listen. Along with speaking clearly so that people understand you, one of the most important skills is knowing when to stop talking and listen. Letting people say what they need to can help you better understand what they want. Be well mannered and polite.

- Ask questions. How does your client's business work, what services or products do they need? Once you understand what a client needs, you can offer them a solution and let them know why they need to buy it from you.

- Don't get discouraged. Achieving success takes time. You may need to make a lot of calls to make a single sale. If someone you call is not interested in your product now, remember to ask when you can call again and follow up to find out if his or her needs have changed.



Achieving success requires many important small steps.

- Get organized. Break each part of your to-do list into smaller steps. Sometimes a to-do list can seem intimidating, but working on it one small step at a time can help move things along. Keep a list of clients and note important information about them, what they need, what they have bought in the past, what they might be interested in buying in the future. This will make it easier to call them again.

Sites such as Zana Network can help identify potential clients. Users can view prospects and in-depth company files, search millions of executive contacts and view profiles of key executives, manage and track online prospects and forecast and track sales pipelines. Users are notified of developments that could signify a company is ready to buy.

For more information and business tips, visit www.zananetwork.com.