

# How to Profit from Selling Patterns Part 1

Learn how to turn every day sales patterns into cash in your pocket!

This is the first article in a five part series about “**The Patterns of Successful Selling**”. The first article is about becoming aware of the patterns, next patterns of people, then patterns of motivation and last the patterns in the process. The final article will be on how to put it all together and profit from this information.

Do something different today. Stop to observe the endless repetition occurring in your daily sales activity. Are you learning from this obvious recurrence? Has everyday become so familiar that you haven't noticed you're just going through the motions?

Whenever I have began a new business or new career, I realized within three months or less, I would be asked 90% of the questions that I would come across for the duration of that professional experience. The remaining 10% will constantly change and eventually become part of the daily pattern.

I noticed different people asking the same questions time and again. Similar situations show up and revealed the different personality types I was dealing with. As I asked questions I found that each person had different motivations for buying and selling. I learned very quickly that my sales success or failure was a direct result of how well I was prepared. Once I became aware of these sales patterns, I started to document my daily sales activity. I tested my approach in similar situations with different people and found three simple steps to mastering my days as a salesman.

**The first step** is to mastering any sales situation is to identify the patterns that are working for you and increase that activity. Then identify the patterns that are not working, and stop doing the things that don't produce the desired results.

**The second step** is to understand what is going on around you and realize the affect it has on you, the client and your business. Ask yourself - How are your decisions affecting the sale? Are you causing business to grow or shrink?

**The third step** is to take action toward positive change that will result in growing sales. Create a new approach to the same old situations and a new response that will produce positive results. When you change, the world around you will change, it has no choice.

No transaction or interaction is ever the same, but there are elements of both that are consistent. When you are aware of what is going to happen then you can create a selling response to the buying pattern for most situations.

Think about the sales patterns that show up during your workday. Keep good “Sales Notes” regarding the situations you find yourself in. Identify the patterns, learn from them, and be more prepared next time. The difference between just making it and being a top sales-professional is how well we plan, prepare, and react to our situations. Top sales professionals spend time identifying patterns and proactively creating simple solutions for taking action. Analyze your interactions with your customers and look for “The Patterns of Successful Selling”. Create a process that will help you deal with these reoccurring situations.

