

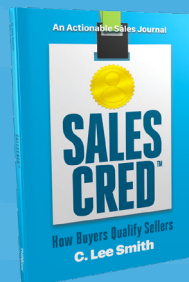
# SALES CRED™

## How Buyers Qualify Sellers

by C. Lee Smith

### Fast Facts:

- Most salespeople want to be thought of as “trusted advisors.” But you cannot be trusted without a high degree of credibility.
- The more difficult the economy is, the more important your credibility becomes. Buyers will be seeking every opportunity to reduce risk. Your credibility is the leverage needed to keep from dropping your price.
- This book explains The Hierarchy of Sales Credibility and how each of the five layers builds upon the last, enabling you to reach ultimate sales credibility—when those who know you talk about you in a way that positively influences those who don’t, which makes future sales much easier.
- A salesperson without credibility is not only at a competitive disadvantage today, they’re at risk for being replaced by AI tomorrow.
- Avoid highly suspicious statements like “I’m not trying to sell you anything” (they know your job function), or “if you’ll just give me 5 minutes...” (they know you’re going to take 30.) Trickery is the tool of a dubious salesperson, not a credible one.
- Outcome leads to income. The best way to build your credibility and get repeat sales is to produce positive business outcomes.



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