

# The Good Way of Selling Advice

**Presented by**

Bill Good

**Contact Information**

Bill Good Marketing, Inc.  
6575 South Redwood Road Ste 101  
Salt Lake City, UT 84123

**Phone:** 888-495-7303

**E-Mail:** [billgood@billgoodmarketing.com](mailto:billgood@billgoodmarketing.com)

[www.billgoodmarketing.com](http://www.billgoodmarketing.com)

# The Good Way of Selling Advice



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Sales, by definition, is a step-by-step process. It has these objectives:

- a) Increase desire to own the benefits of a product or service; and
- b) Decrease fear to the point the desire outweighs the fear.

Much of selling yourself is done in the prospecting process. It's called branding.

### A Sales Process

- 1) Establish Communication and Rapport
  
  
  
  
  
  
  
  
  
  
- 2) Present credentials



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## The Good Way of Selling Advice

### 3) Discovery



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**The Homework Close:** You have given me a tremendous amount of information. Obviously, I have a lot of home to do for you. I can have that done by (today + 7.) What do you say we re-convene next (DAY) at (SAME TIME)?

### 4) Prepare a simple proposal.

### 5) Educate clients in the concepts they must understand to make an informed decision.



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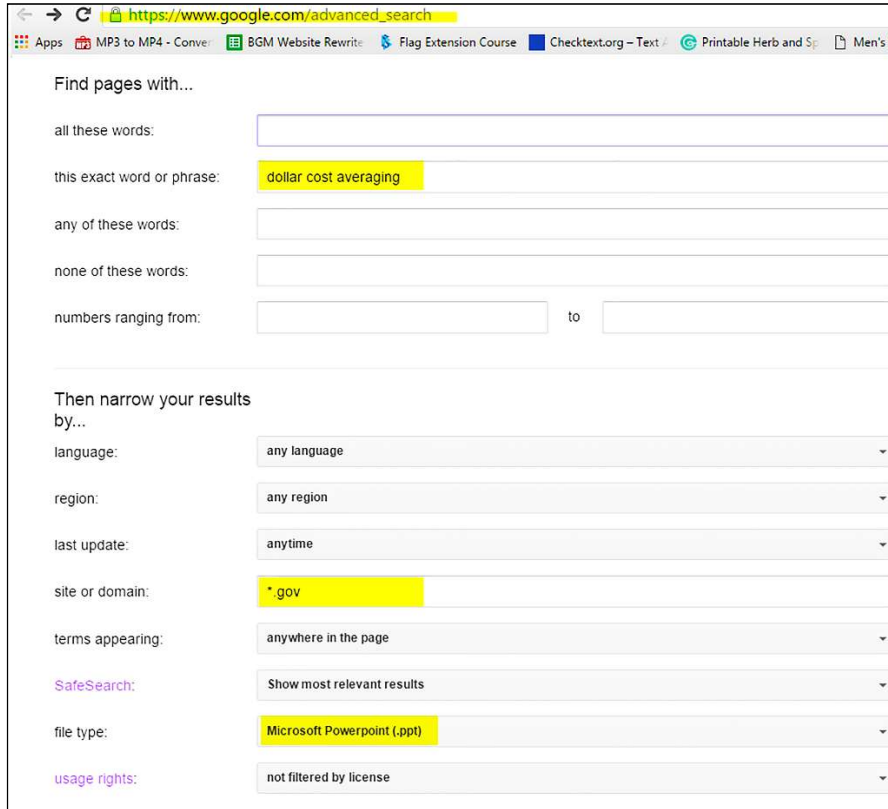
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# The Good Way of Selling Advice

How to use Google's Advanced Search to find government documents.



The screenshot shows the Google Advanced Search page. The browser address bar displays [https://www.google.com/advanced\\_search](https://www.google.com/advanced_search). The page is divided into two main sections: "Find pages with..." and "Then narrow your results by...".

**Find pages with...**

- all these words:
- this exact word or phrase:
- any of these words:
- none of these words:
- numbers ranging from:  to

**Then narrow your results by...**

- language:
- region:
- last update:
- site or domain:
- terms appearing:
- SafeSearch:
- file type:
- usage rights:

Google  
Advanced  
Search

6) Present recommendations.



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## The Good Way of Selling Advice

### 7) Close the sale?

Now if: They have asked price, how you get paid, or how do we get started.

Later if: You know they need to consult with accountant or someone else, or they have already telegraphed they want to think it over.

Think-it-over close:

I'm sure the two of you want to (think it over, consult with your CPA, whatever). I'm guessing you can conclude your deliberations by (today + 7.) Let's reconvene next (DAY) at (SAME TIME AS THIS APPOINTMENT.) Does that work for you?

### 8) Question Answering.



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