

Your Website Is a Sales Tool - Don't Be Afraid to Use It!

If you see selling for what it is – **merely an exchange of something valuable between people** – it can help you reframe what's often thought as in a negative light. Now let's look at ten tips for effective selling with integrity while providing people with a chance to get the help they need from you.

1. **Don't try to sell.** If someone's contacting you, they have some level of interest already. Find out what their want or need is first. Then, give them the information they need to make a choice. On your website, identify their problems and help them see that you can help them solve them.
2. **Engage people.** One of the most important aspects of selling is engagement. You want to engage your prospective clients and customers fully. Use your website to meet people where they are and engage them in conversation. Stay in the conversation as it organically moves toward a transaction. Not all will, but if you engage more people will buy than not because you're showing them you care.
3. **Care damn it!** Really care about the people who you engage and who visit your website. Caring is the single most important aspect of selling. Listen to what they want, be empathetic about where they are and just give a crap about them as people. They'll know the difference.
4. **Be authentic.** Selling is a natural as having a conversation. But we don't often approach it that way. All you need to do is be yourself. People will naturally gravitate toward you when you're real with yourself and with them. And forget all the sales techniques and just be a person trying to help people. You'll refine how as you go.
5. **Be transparent.** Be a real person being real with people. Read that again! If you don't know something, be honest about it. There's nothing wrong with finding out the answer and getting back to someone. People will be pleased when you say you don't know. More importantly, it will build trust with them.

6. **Know what you're selling.** Clarity in what you're selling is so, so important. If you don't know, you certainly can't share it and if you can't share it you can't sell it. So find out everything you can about what you're selling. See it from different angles and approaches.
7. **Know why you're selling it.** So often overlooked is this question of why. But you must know the answer. Is it just to make money? Or are you wanting to make meaning and a difference in people's lives? If your product or service is about helping people, then know it and sell it that way.
8. **Know who you're selling too.** This is so often missed...you've got to know who you're selling too. Not the person so much, as their need, their likes, their dislikes. That means, listen. Listen to what their need is first. Get as much information as you can about what they believe they need.
9. **Match your solution to their problem.** If you listen well, people will tell you exactly what problem they're trying to solve and specifically why they called you to solve it. At that point you merely need to match your ability to solve their problem to the problem they believe they need solved. Don't change or reframe their problem for them, reframe your solution.
10. **Remember, it's okay to sell.** Selling isn't a dirty thing. Remember what I've said above, [we're selling all the time](#) - our thoughts, our ideas, our beliefs, etc. So selling is natural. The oddities come in when money's involved. And there's nothing wrong with selling what you have to someone who needs it and making money, even a lot of money, from it. It's just an exchange.

Remember, selling isn't a scary thing and it's not a bad thing. Selling is a natural part of being a human being. So embrace it. You can sell with integrity and give your more people the chance to be helped through your products and services.

How comfortable are you with selling? What's your own sales process?