

# Sales Skills – The Disruptive Sale

- » A disruptive sale is a great thing in direct selling
  - » It means to upset the status quo
  - » Make your potential customer see things differently – more to your perspective
- » Get to know your prospects personally
  - » You can disrupt their way of thinking best, if you know what matters to them
  - » It's also vital it understand any objections they may have so you can resolve them
- » Remember, it's all about THEM
  - » They are concerned with their goals and dreams, not yours