



МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ  
ФАКУЛЬТЕТ ІНОЗЕМНОЇ ФІЛОЛОГІЇ  
ТА СОЦІАЛЬНИХ КОМУНІКАЦІЙ



## СОЦІАЛЬНО-ГУМАНІТАРНІ АСПЕКТИ РОЗВИТКУ СУЧАСНОГО СУСПІЛЬСТВА

МАТЕРІАЛИ ВСЕУКРАЇНСЬКОЇ НАУКОВОЇ КОНФЕРЕНЦІЇ ВИКЛАДАЧІВ,  
АСПІРАНТІВ, СПІВРОБІТНИКІВ ТА СТУДЕНТІВ

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## HOW TO SELL ANY PRODUCT

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Different industries tend to use different sales techniques. If you're selling high-end financial products to giant corporations you'll need to approach your prospects in an entirely different way from someone who sells books at a neighborhood bookstore. Still, the fundamental rules of how to sell remain the same regardless of your product type and customer base.

Selling products and services is easier than people think. Actually, it may be better to run a home-based business than an office-based one. Sale consists of 10 steps that adequately represent the sequence of sale of any product:

- 1) choose a product or service in which you are interested;
- 2) research how much money it would cost you to sell or provide the service that you choose;
- 3) organize your time and see how it interferes with your life;
- 4) figure out what problems your product or service solves;
- 5) identify the people or groups of people who might have the pain that you've identified;
- 6) create a script to use with prospects;
- 7) recognize that most people won't have a need for something that you sell;
- 8) use of a computer helps to analyze data about consumers, calculates profit, saves time;
- 9) it would be better to choose an Internet business, it's cheaper and more practical;
- 10) get into advertising.

Advertising is the most important part in the sale of products. The correct choice of advertising channel can increase profits. In personal selling is important to remember that people like more open sellers who do not hide information about the products. Most people are wary of new products. To convince them to buy a product, you will need to know what they are afraid of.

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