



Search

Write



Member-only story

How I Sold \$1 Million Worth of Apple Products In My Former Retail Life



Stephanie Cansian

4 min read · Jan 8, 2024



20



In my seven years at Apple, I went from a seasonal hire to a full-time sales lead, technician, and mentor, revolutionizing customer workshops and hitting the coveted Million Dollar Club. Here is how I got there:

Have A Passion And Curiosity For What You Sell

I was hired for my attitude first, my aptitude second. In 2008, I had never used a Mac and had only owned an iPod. However, I have a natural passion for all things tech-related and a curious nature that compels me to learn as much as I can about something I'm interested in. In my first year as a salesperson, I learned as much as possible about Apple products, Apple policies, and other backend procedures and positions that helped the store run as smoothly as it did. However, I knew there was always more to learn. I was hesitant to approach people if I didn't know the answer to every question they had.

Approach Everyone

One day, my manager took me aside and asked why I didn't approach more people.

"You need to speak up more."

It was not a suggestion. Fear had been holding me back from speaking up; I thought I was too new and needed more training and general knowledge. He asked me if I knew how to find answers I didn't know. I did; of course I did. Then he told me this:

"If you run into something you don't know, tell them 'Let's find out

together.”

I didn't know everything but knew where to find the answers. I resolved to approach every person who walked into the store, to speak up and share at store meetings, and to practice the confidence I didn't always feel. My sales grew, and I went from part-time to full-time within a year.

Don't Assume Other's Budgets

One of my talking points with customers was budgets. The customer would tell me what they wanted, I'd show them what they wanted, and the moment they balked at the price point, I would show them something less expensive that would still get them about 80% of the way there. I thought I was offering them a bargain, a real value. But value is so much more than a price tag, and while I knew what I was selling was helpful, I didn't understand real value until I suffered a hard drive failure.

Share Your Story

I'd piecemealed a PC and lost my entire hard drive. I spent about \$500 to recover the data, only to discover that more than half of the data was corrupted beyond recovery. I was devastated, but now I had a story. I started sharing with customers my failings with “going cheap”

and instead encouraged them to think long-term. Not only did I start selling more expensive models, but then the warranty package, as well as other hard drives and classes. I'd turned "buying a computer" into "buying a complete solution for a productive and empowered life."

Know the True Value of What You Are Selling

That was the turning point. I realized I wasn't just selling computers; I was selling a peace-of-mind technical lifestyle I was happy to be part of. I couldn't *not* talk about it. To anyone. Inside or outside the store. I became a top quartile sales lead. This promotion led to more significant opportunities; I sold to CEOs and business accounts and even taught a business workshop on how to start your own business in less than a day. Then, I started mentoring other specialists on what I had learned and encouraged them in their career goals.

Be You, But Better

One of my mantras when mentoring and training was that if I wanted my people to perform at 100%, I had to be at 110%. I had to stretch my limits, go above and beyond every time.

If you want to hang out with 9s and 10s, you can't be a 6. You have to be the best version of yourself in every choice and situation you find yourself in. I wanted to post this article on Monday, and I'm up late

editing. Missing my deadline is not an option.

These techniques are not “tricks” of selling. They are guides to help you become someone who can confidently sell \$1 Million worth of products. Focus on the who, not the how. Who do you have to become to get where you want to go? The more you practice being that person, the faster you become them.

Sales

Professional Development

Personal Development

Entrepreneurship

Mindset