

Progressions Inc.

Sales Training & Consulting



The Top Ten Tips For Sales **People**

1. Know your stuff! When you know your products and services and believe in them selling becomes very easy.
2. To be successful in sales remember the quality of your questions will determine the quality of information you receive. Those that are well skilled in asking open ended questions will gain all the information they need to make a sale from their customer or prospect.
3. Remember that features tell what a product is and what it does and benefits sell! By asking effective open ended questions you will have gathered sufficient information to make a benefits statement personalized to the interests of the customer or prospect. This can make or break the sale.
4. Listen carefully. Completely focus on your customer. This is paramount to the success of your exchange. Listening develops rapport. People like to do business with people they like.
5. Wants versus needs can be two different things. When you're going through the needs assessment (interviewing) and differentiate between a want and a need, it actually helps the customer decide and you make the sale. Focus on value versus price. If you focus on price someone will always undercut you. During the sales process the question that's upper most in the customer's mind is, is this product worth the money and will the company back it up? There are many things that determine value for the customer. The company's reputation, the quality of the product, the swiftness the customer can get the product, return policy, follow-up after the sale, and don't forget timing. Timing can often make or break a sale.
6. Keep a lost sales log. When you lose a sale -ask why? This will give you insight into what you are doing wrong or how to position yourself in comparison to your competition. This along with asking why you lose a sale can be tremendously helpful. Your lost sales log may be able to identify trends, seasonality, or competitive issues that are affecting your ability to make a sale.

7. Ask for the order. It amazes me how many times a representative will go through a very effective presentation but fail to ask for the order. As Wayne Gretzky says, "I miss 100% of the shots I do not take." In other words if you don't ask for the sale you will definitely loose that one.
8. Attitude. Your attitude will greatly influence any interaction you have with the customer. Whether you are making a sale or servicing the customer, communicating with a positive attitude will create a positive experience. Your attitude, demeanor and demonstration of genuine interest in the customer will keep them coming back.
9. ***Follow-up separates the amateurs from the professionals!*** Anyone that has heard me speak has heard this phrase. It is essential to keep in touch with your prospect and your customer. The sale is never really through. You need to stay in touch by phone, mailing them something and continuing to develop the relationship. Make sure they think of you first before another salesperson or company.
10. Don't give up! Professional persistence I like to call it. This does not mean being pushy in any way but simply "hanging in there" until you are able to help your customer. When in your heart you believe in your product and your service, persistence and follow through should be easy. You are looking out for the customer's interest and therefore helping them now and in the future.

Here's wishing you great success in selling.



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