



# SALES TIPS & STRATEGIES #4

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## Tips and Strategies for a Salesperson: # 4

I have always believed in the old saying “You are never too old to learn”.

If you enjoyed and learnt something from #2 and #3 hopefully you will pick one or two things out of #4. As salespeople you need to train daily improve your skills and fuel your mind so you can become the **BEST of the BEST**. That’s why athletes train daily to become the best!

If you get one or two tips out of this list it has been worth your while to read.

- Always be a professional
- Be obsessed with getting better
- Have the belief “I will never graduate as there is always more to learn”
- Be prepared to invest in yourself
- Have a customer comes first attitude
- Professionals do what they say they will do
- Use the prospects name frequently
- Never quit, give up or slow down
- Don’t let your mind wander
- Always pay full attention to the customer
- Practice active listening
- Truly listen to your prospect
- Always ask relevant questions
- Don’t make statements ask good questions
- Don’t slouch in your seat when dealing with customers
- Be empathetic, that doesn’t mean you always have to agree!!
- When following up have something new to share
- Ensure all leads are followed up no matter how frustrating
- Plan your next day the afternoon before
- Don’t dwell on a negative experience move on straight away
- Keep a brag book on your desk of positive comments from customers
- Never underestimate the value you bring to your customers
- Write down your long term goals and have a plan
- View mistakes as a learning opportunity
- Plan each day with purpose and action
- Break your day’s down to bite size pieces
- Hang around positive people
- Do the worst jobs in your day first and best last, then you finish every day positive!!
- Have good time management skills
- Don’t work against time, work with it!!
- Don’t mispronounce the clients name



- Deal with customers questions/objections as they arise or say “I’m not sure I will get the answer for you before you leave”
- Make sure your sales pitch **doesn’t** sound scripted!
- Action without a higher degree of purpose is a waste of time (Tony Robbins)
- Set-aside time to focus on your goals
- Challenge yourself daily
- Never give up
- Never stop learning
- Be prepared to think outside the square
- Add a personal touch to the sale process
- Listen and listen actively
- Present solutions that are relevant to your prospect
- Use “WE” instead of “I”
- Remember you and your client are working towards the same goal
- Think of the “closing of the sale” as just the beginning with the customer!
- Be full of enthusiasm
- Be assertive not aggressive
- Good salespeople identify and solve the clients problem
- A missed opportunity is a learning experience
- Wear a name tag
- Always be wanting to improve your skills
- When the customer says “YES” say “CONGRATULATIONS” and quit selling
- Have patience when selling
- Remember to slow the sales process down it’s not a sprint
- Have the mindset I’m here to help the customer not sell them
- Make the wholesale process about them (the customer)
- Remember you are selling to a person
- Gain trust by selling value
- Sell everyday like it’s the last day of the month
- Always be striving for consistency
- Your most valuable asset is your time! Use it wisely
- Don’t let your leads go cold
- Build your brand (yourself) to build credibility
- Be unique in your selling style

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