



SALES TIPS & STRATEGIES #5

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Tips and Strategies for a Sales Person #5

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

If you enjoyed and learnt something from #1, 2, 3 and 4 hopefully you will pick one or two things out of #5. 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.

- People buy from people they like
- Connect with the client on their level is the key to winning a sale
- Don’t be patronising
- Learn, listen and engage the customer
- Don’t be afraid to stretch yourself
- Make yourself in “the value creation business”
- Don’t sell to the wrong person, sell to the decision maker/s
- Remember the 3 P’s. Be patient, be persistent and be pleasant
- Always ask “How can I bring value to this customer”
- Be persistent but respectful
- Don’t fear rejection
- Stay composed, don’t lose your cool
- Be an expert in your space
- Don’t overwhelm your prospect
- Focus on value
- Get to know your client
- Just be you
- Don’t get defensive
- Solve your customers challenges
- Talk about benefits not features
- Don’t get defensive
- Never assume anything during the sales process
- Don’t give up early
- Always be adding value
- Ask one question at a time
- Don’t talk too much
- Be on time
- Don’t be pushy
- Know the value of your product
- Be willing to adapt



- Become the Industry expert
- Don't make assumptions
- Be willing to adapt
- Ask the right questions
- Always be positive no matter how bad your day is
- Don't be frightened to "Ask for the Business"
- 3 Questions to ask yourself about your prospect:
 - 1: *Why does the prospect need to buy today?*
 - 2: *What will the negatives be if they don't?*
 - 3: *What will the positives be if they do?*
- Soft sell/Smart sell
- We can't control how the customer reacts but we can control how we react.
- Sell to the decision maker
- Listen more than you talk
- Sell the benefits instead of the features
- Always ask for the business
- Simply put, you have to work hard
- Champions are willing to take risks
- Failure is a temporary state
- Don't fear competition
- Know luck alone won't make you successful
- Only sell to people who need and want what you offer
- Don't sell a product, sell a solution
- Be the person that solves the challenges and provides solutions for your prospects
- Always Be Closing is now **Always Be Caring**
- Gain credibility first
- Tell a great story
- Believe in your conviction
- Sell the problem you solve
- Your job is to help people

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Professional Sales Coach**

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