



SALES TIPS & STRATEGIES #12

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If you enjoyed and learnt something from # 1-11, hopefully you will pick one or two things out of #12.

“Just like in an athlete’s development, raw talent needs guidance and education to mature and make a positive impact. No athletic coach would let someone loose without coaching and mentoring. Why should you be any different in your business?”

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

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

- Sell yourself first
- Always control the sales process with great questions like a doctor does.
- Set big goals to achieve
- Focus on the most valuable and profitable opportunities
- Always be moving forward
- Keep your sales pipeline full and flowing
- Everyone is a buyer at some point including the brochure collector
- Only ask one question at a time
- Prospect, Prospect, Prospect!
- Prioritise your time
- Always provide a positive experience to your customer
- Promote yourself
- Be the best version of you
- Use negativity as rocket fuel
- Remember mountains are not climbed in minutes
- Don’t let things overwhelm you just lay one brick at a time.
- Turn failure into your friend
- Find and remind yourself of your WHY
- Be the provider of solutions in your industry
- Remember- Professionals Create, Amateurs Compete
- Truth is your greatest asset – it builds trust.
- Ask your customer, do they prefer email, phone or text to follow up?
- Get fascinated with your prospect.
- Show your product to the prospect, don’t tell them what they need.
- Swap the word BUT for AND so it comes across like you are agreeing, this takes them off the defensive when you are offering another solution.
- Flattery works, compliment your prospects on achievements or personal success

Your onsite and online Business Mentor and Professional Sales Coach