



# SALES TIPS & STRATEGIES #13

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## Sales Tips & Strategies #13

If you enjoyed and learnt something from # 1-12, hopefully you will pick one or two things out of #13.

***“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 list it has been worth your while to read.

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

- To show you are listening repeat back to your customer “So what you are saying is...”
- Silence is a powerful tool in selling, it gives your client a chance to process the information
- Be punctual, show up on time or early but never late.
- When you make a commitment be it big or small - keep it!
- Accept constructive criticism without carrying on.
- Maintain eye contact 70 to 80% of the time
- Focus on Quality, Service and Value and not the lowest price
- Persistence pays off, Pestering won't
- What is the best way to get referrals? ASK!
- The phone makes you money don't be scared to use it.
- Build urgency into your process from the beginning
- Enjoy the discomfort of change
- It is a sprint to get your weekly/monthly targets and a marathon for your career to reach its potential as it could take years.
- Always be building relationships with your clients to make opportunities and referrals easier
- When sales are going great, work harder, take full advantage of the moment.
- To be great in sales you need to know how to manage the highs and work through the lows.
- Uncover your customers challenges and pain points
- Review your KPI's regularly

**Your onsite and online Business Mentor and Professional Sales Coach**