



SALES TIPS & STRATEGIES #14

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If you enjoyed and learnt something from # 1-13, hopefully you will pick one or two things out of #14.

“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”.

- If possible, get your prospects to smile and laugh, it is harder to say “no” when you are grinning.
- Be enthusiastic but don’t be over enthusiastic limit the use of words like, Fantastic, Amazing and Awesome.
- Don’t discount to win the business, sell yourself and your company.
- Avoid manipulative closing techniques
- Negotiation doesn’t always have to be about money, try adding value.
- If you are in a sales slump set a couple of small achievable goals to create some momentum and give yourself some confidence.
- Believe in what you sell.
- Never stop learning your craft, be it Role Plays, Sales Calls, Industry News.
- Top Salespeople are ambitious, resilient and empathetic, so work on these characteristics
- If it is the end of the month and you have achieved 120% of your target NEVER GIVE UP, keep calling, emailing to make the next sale.
- Protect your Selling time, there is only so many selling hours in a day. Don’t waste them.
- Work life balance is important, it helps keep you productive, focused and on your game.
- If you are feeling unmotivated, set and stick to clear activity goals.
- Don’t be frightened to ask your Sales Manager “Why do you think I lost that deal?”
- The presentation you are presenting your customer is a guide it is not set in concrete.
- Buyers don’t care about the bells and whistles as much as they care about the benefits to them.

Your onsite and online Business Mentor and Professional Sales Coach