



SALES TIPS & STRATEGIES #7

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Sales Tips and Strategies Sales 7

If you enjoyed and learnt something from # 1-6, you will definitely pick one or two things out of # 7.

Professional Sporting Teams have trainers but on Game Day. It's the "Coach" in the box calling the plays and coaching the Team to the next WIN!!!

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".

- Speak in layman's terms
- Be an active listener
- Be persistent yet respectful
- Frequently be asking relevant follow up questions
- Make the conversation all about the client
- Help first, sell second
- Be an expert in your space
- Ask questions and listen to the answers
- Speak to customers on their level
- Remember you are selling to a person
- Ask open ended questions
- Prioritise your opportunities
- If you lose a deal maintain the friendship, they will buy again
- Text your prospects if emails and phone calls are not working
- Be prepared to call early in the morning and later in the day not just between 9-5
- Know your competitions strengths and weaknesses
- Understand your customer
- Put yourself in their shoes
- Be Ambitious but Realistic
- Continue challenging yourself
- Never lose your cool
- Be an optimist not a pessimist
- Know when it is time to walk away
- Be passionate about what you do
- Be different and unique
- Use consultative selling
- Ask smart questions
- Never work on assumptions, just work on facts
- Don't use slimy closing techniques

Your onsite and online Business Mentor and Professional Sales Coach