



SALES TIPS & STRATEGIES #9

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Tips and Strategies Sales 9

If you enjoyed and learnt something from # 1-8, hopefully you will pick one or two things out of # 9.

“Just as the best athletes constantly practice, improve, and refine their strategy, successful salespeople are always experimenting with existing techniques and trying out new ones. After all, the second an athlete or a sales rep stops striving to get better, they go backwards.”

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

- Truth is your greatest asset never tell a lie
- Accept criticism gracefully
- Communicate with your customers in their preferred method, phone, email, text and/or Face to Face, not yours.
- Be fascinated about your prospect.
- Silence gives prospects a chance to process all the information and makes interactions feel more like conversations than a sales pitch, don't rush to speak.
- Being enthusiastic works, being over enthusiastic doesn't always.
- If your customer is smiling it is harder to say no.
- To show you are listening and understand your prospect repeat their question back to them, e.g. “So what you are saying is.....”
- Sell the solution to your customers “pain point”
- Only present relevant solutions to your customer, not the popular features you like.
- Be prepared to ditch your presentation if your customer is focusing on other areas.
- Buyers want to see value for money not necessarily the cheapest price.
- The shorter presentations have more impact if done properly.
- Take notes to show you are paying attention
- Adapt to your customers buying process
- Don't discount to win the business, build value into the deal.
- If you are in a sales slump, set a couple of small achievable goals to boost your confidence.
- Believe in what you sell, believe your product is extraordinary. If you don't your customer won't
- Never stop learning, always be reading your industries news, role playing and updating your product knowledge
- Always be sharpening your SKILLS

Your onsite and online Business Mentor and Professional Sales Coach