



SALES TIPS & STRATEGIES #16

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Sales Tips #16

As salespeople you need to train daily improve your skills and fuel your mind so you can become the **BEST of the BEST**. That's why athletes train daily to become the best!

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

- Be willing to adapt
- Ask the right questions
- Always be positive no matter how bad your day is
- Don't be frightened to "Ask for the Business"
- 3 Questions to ask yourself about your prospect:
 - 1: *Why does the prospect need to buy today?*
 - 2: *What will the negatives be if they don't?*
 - 3: *What will the positives be if they do?*
- Soft sell/Smart sell
- We can't control how the customer reacts, but we can control how we react.
- Sell to the decision maker
- Listen more than you talk
- Sell the benefits instead of the features
- Always ask for the business
- Simply put, you have to work hard
- Champions are willing to take risks
- Failure is a temporary state
- Don't fear competition
- Know luck alone won't make you successful
- Only sell to people who need and want what you offer
- Don't sell a product, sell a solution
- Be the person that solves the challenges and provides solutions for your prospects
- Always Be Closing is now **Always Be Caring**
- Gain credibility first
- Tell a great story
- Believe in your conviction
- Sell the problem you solve
- Your job is to help people
- Negotiation is not a battle

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