



SALES TIPS & STRATEGIES #17

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Habits don't just form; it takes 28 days to form a habit and 4 days to break it (well in my experience anyway...) We first make our habits, then our habits make us. Choose your habits wisely!

- The first thing to do before you can add skills to your sales arsenal is to remove your bad habits. Just by doing this you will increase sales.
- You can't be a good salesperson without being a good leader.
- Always carry a pen to sign the contract.
- If the Concern is about Money, people spend more on entertainment then education say, "it's better to live rich than die rich"!
- "Winners never quit and quitters never win"
- At all times treat the prospect like he is a buyer.
- Every buyer is a buyer, treat them as a buyer and they will turn into a buyer.
- "Where there is a will there is a way"
- Never give up!
- Maintain a positive attitude always, negative always succumbs to positive always!!!
- Smile big and smile always.
- Show the customer you care in your communication, actions, mannerisms etc.
- Care more, close more.
- Disagreement results in not closing deals.
- Be prepared to lose the battle to win the war.
- Be a can-do person not a can't do person.
- No one cares about what you can't do; people only care about what you can do and how you will get it done.
- Find a way, figure it out, look for a solution.
- Get the customer involved; "there has to be a deal here, let's figure this out together".
- Ask yourself "How can we make this a deal"?
- "Help me", Mr. Customer? "I'm doing everything possible to make this a deal for both of us".
- "I'm on your side if I don't sell this car, I don't get paid"!
- You only provide real benefit to the buyer when you close the sale.
- When you close you benefit the buyer, not yourself?
- When you close the customer only then will they benefit from your product and service you offer.
- Biggest mistake in follow up; is not making the call/email/text!!
- Following up clients' needs to be regular.

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