



SALES TIPS & STRATEGIES #6

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Sales Tips #6

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.

- People buy from people they like
- Connect with the client on their level is the key to winning a sale
- Don't be patronising
- Learn, listen and engage the customer
- Don't be afraid to stretch yourself
- Make yourself in "the value creation business"
- Don't sell to the wrong person, sell to the decision maker/s
- Remember the 3 P's. Be patient, be persistent and be pleasant
- Always ask "How can I bring value to this customer"
- Be persistent but respectful
- Don't fear rejection
- Stay composed, don't lose your cool
- Be an expert in your space
- Don't overwhelm your prospect
- Focus on value
- Get to know your client
- Just be you
- Don't get defensive
- Solve your customers challenges
- Talk about benefits not features
- Don't get defensive
- Never assume anything during the sales process
- Don't give up early
- Always be adding value
- Ask one question at a time
- Don't talk too much
- Be on time
- Don't be pushy
- Know the value of your product
- Be willing to adapt
- Become the Industry expert
- Don't make assumptions

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Your Online and Onsite Professional Sales & Leadership Coach

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