

Progressions Inc.

Sales Training & Consulting



CONNECT AND STAY CONNECTED

(10 Simple Tips to Increasing Your Sales)

- 1) Always value the customer's time – don't waste it. Ask up front how much time they have and stick to the commitment. Be concise, stay on track and always focus on what's important to the customer. Answer the question "what's in it for me?"
- 2) Define the buyer's communication style preference. Their style of communication might be fast and direct or more pragmatic and slow. Try to "mirror" your style to theirs. The most successful sales people know how to communicate as close to the style of their customer as possible.
- 3) Pinpoint and address the customer's priorities – don't be focused on your own. If we concentrate on the customer's objectives we never need to worry about being pushy at sales. Our success rate should increase proportionately. The only way to know the customer's priorities is to ask. Focus on open-ended questions. Rephrase to confirm that you have understood their priorities and develop rapport.
- 4) Be up-to-date and knowledgeable about your products and services, and the competitions as well. It's essential to be an expert in your field as well as be well versed as to what the competition has to offer. This is your job! When you know your products and services and speak positively about them with confidence, that belief is transferred and selling becomes much easier. If you are tentative about your product knowledge or lack belief in your products it becomes very difficult to sell. Knowing what the competition has to offer is essential. How can you in good conscious recommend your products or service unless you know how it compares with the competition? Be sure to do your market research and know what options are available for your customer.
- 5) Be a professional in word, deed and appearance. Always stay true to your word. Speak the truth, and dress professionally. Dress for where you want to be not for where you are. Judgments are formed in the first 4 seconds of meeting someone. The customer decides whether or not they want to do business with you based on their first impressions. Your dress, carriage, communication style and integrity are all conveyed in a short period of time.



Lynn Giuliani · Progressions, Inc.
P.O. Box 28172 · Bellingham, WA 98228
www.progressionsinc.net · (360) 733-6557

- 6) Strive for simplicity and understand the difference between nice-to-know and need-to-know. I'm sure you've heard of a person talking themselves in or out of a sale. Simplicity and conveying only what is needed to know is part of being professional. Too much talking, jargon, or trying too hard to convince only gets in the way of the end result which hopefully is the sale.
- 7) Put yourself in the customer's shoes. Be respectful of their values, opinions and priorities. When you think of what is best for the customer and look for ways to match their needs and wants to what you have on your menu, selling becomes a natural form of communication. Always think of what is best for the customer.
- 8) Define the buyer's personal and professional objectives. Make them your goals as well. The customer's priorities, issues and values should determine your choice of product and delivery.
- 9) Probe and help meet challenges the buyer faces. There are challenges in all aspects of business. To be an efficient problem solver adds to one's level of professionalism and therefore success. Here's where knowing what the competition has to offer and how your products and services best meet the customer's needs comes into play.
- 10) Devote as much time and effort to staying connected as you did to making the connection in the first place. Follow up separates the amateurs from the professionals! Many times once the sale is made one never hears from the sales person again. The most successful sales people genuinely want to help the customer, stay in communication with them and provide ongoing service. Sales and service are interchangeable; together they make one's business grow. Always keep the customer's objectives and priorities in mind. When they are happy you succeed.

ANALYZE YOUR PERFORMANCE

Answer the following questions and know if you are effective at selling.

- 1) How did I appear to the customer?
- 2) Was I confident and knowledgeable?
- 3) Did I differentiate the benefits of my product?
- 4) Did I determine the customer's needs?
- 5) Was there anything else I could have offered to explain or demonstrate the product or service?
- 6) What objections to the product did the customer have?



Lynn Giuliani · Progressions, Inc.
P.O. Box 28172 · Bellingham, WA 98228
www.progressionsinc.net · (360) 733-6557

- 7) Did I respond to them with reasons why the product would actually benefit the customer by saving him/her money or time?
- 8) Did I offer peace of mind?
- 9) Did I offer convenience?
- 10) Did I offer prestige?
- 11) Did I, in fact, start building a lifetime relationship with that customer?
- 12) Did I present all the facts and offer alternatives?