

TOP 10 Sales Tips



ELYSIAN
TRAINING

What can you learn?.....

1. Relationships first - Far too many people in sales forget that the real value lies in the relationship. It's crucial to see people as people, not cash!!

2. Stay on their agenda - Ask yourself who are you there to serve? Whilst you will certainly benefit from the sale, your organisation will only survive by serving its customers needs. Consult prospects on their needs, if it's not in their interests DON'T DO IT.

3. Negotiate on value not price - every financial investment is worked out by a simple truth: value vs. cost. If the prospect is concerned about the cost then we may need to think whether we have sold the value strongly enough. Where possible, avoid dropping prices and learn to 'up your game' in selling the value of what you offer.

4. Listen - You cannot hope to achieve all the above points without listening in a clear and unbiased way to your prospect.

5. Listen - Yes again. This point could be made by listing 'listen' 10 times as it is the single most important skill of a salesperson - not that many salespeople believe it!! Learn to be commercially sensitive to their language, their concerns and what's important. This requires an exceptional level of listening - so take a deep breath, button up and prepare to understand your clients!

6. Methodical - Selling in the current market environment will be most successful when it is a structured and methodical process. Who are we targeting and why? Who else is in that marketplace? How will we approach them? What are they experiencing? What can we offer to support them? Think more sniper than shotgun!

7. Measured - Profitable use of time is the most important decision you can make each day. You have to be about to track all your activity to understand where your time and effort is best placed. Measuring everything and keeping on top of all the numbers is a great way to quantify the quality of our activity.

8. Link clients with prospects - Clients will sell your business far more powerfully than you ever can. Their experiences and opinions are the proof that your prospects are looking for before they will have the confidence to invest. If you have a wavering prospect - suggest that you can facilitate a conversation between them and one of your happy customers!

9. Don't be afraid of the phone - We all wish that social media and technology can remove this sometimes arduous activity but the truth cannot be avoided... great sales results start from picking up the phone and talking to people. A nice blog, twitter or LinkedIn profile will not magically generate sales for you - these things compliment sales activity, they don't replace it.

10. Ask for referrals - A great way to get directly on board with your client's suppliers and customers - why on earth does this not happen more often?

Visit www.elysiantraining.com for more info



ELYSIAN
TRAINING

If you want your people to be the change that you desire in your organisation, call us to arrange a FREE consultation.