

# Sales!

## Top Ten Tips



A good selling technique and a high level of self-motivation is no longer enough for sales success. If you want to be a sensation you need to have collection of sales techniques and styles to combat your highly informed customers. Here are some tips to get you on your way to better sales achievement.

### **1. Act as if you don't need the sale!**

Desperate salespeople can come across as untrustworthy and less effective at their job. This certainly doesn't mean be blasé but don't beg! If you have confidence in yourself your customer will, in return, have confidence in you.

### **2. Be easy to deal with.**

Is contacting you harder than meeting the Queen? Do your customers have to navigate their way through a long and complicated phone system?

If communicating with you is way too difficult you will end up with frustrated customers who will go elsewhere. Ensure you are easily contactable AND that you return their calls and emails in a timely manner.

### **3. Be genuinely interested in your customers!**

If you are truly interested in long-term success having a genuine interest in your customer will help you accomplish your goal. In our fast-moving world a little bit of authentic interest and curiosity goes a long way to building long-term customers.

### **4. Be the expert.**

Keep your knowledge up-to-date with regular training and self-learning. In an age where anyone can Google just about anything you have to appear to know more than your customer. Give them fresh ideas, make them think, and give them interesting solutions.

### **5. Don't play games.**

Old fashioned sales methods, arm twisting and hard-nosed closing techniques no longer work. Be honest with your customer, work together for the best product or solution for them and price it right. Do that and your sale is done!

## **6. Shut up!**

You have a genuine interest in your customer and you are the expert but if you don't stop talking and listen to them you will never get the sale! Well, you might get the sale as a tactic on their part to get rid of you but the likelihood of further sales is slim.

Don't feel obliged to do all of the talking. Have some intelligent questions to get your customer chatting, it is amazing the information they may offer up. Set a target of 40–60; you do 40% of the talking and your customer 60%. Give it a go!

## **7. Have integrity and honesty.**

Have respect for your company, your immediate team, your products and even your competition. If your customer sees that you are truthful and ethical they will be more likely to buy from you; even if the not-so-ethical competition is cheaper.

## **8. Follow up and follow through!**

There is absolutely no point in spending time on quotes or proposals if there is no follow up. Set a time with your customer to speak, yes speak, to them and discuss any queries or concerns etc. And if you make a promise, follow it through! The best way to not get a sale, or lose an existing customer, is to not deliver on promises.

## **9. Love your job!**

If you have a passion for your company and for your product your enthusiasm will do all the selling for you. Your clients will be attracted to your energy and will not hesitate to recommend you to their friends and family.

## **10. Maintain a sense of humour!**

Customers are people too; they have good days and bad days just like the rest of us. Make them smile and you are more than half way to a sale.

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