

Top 9 Sales Tips

- ✓ Prepare your calls with a structured written plan with clear objectives. Have at least 3 objectives. Remember "If you Fail to Plan, you will Plan to Fail"
- ✓ Build Rapport and get on the client's side, choose a couple of personal questions to ask before discussing business
- ✓ Listen carefully to the customer – show you care and make it obvious that you are making notes
- ✓ Draw your customer out with structured questions, use silence, the "pregnant pause" let them do the talking they may tell you more than they intended if you show interest.
- ✓ Work hard at getting onto your customer's wavelength, understand their personal profile and modify your approach to make a good fit.
- ✓ Know what the stages are that you are aiming to achieve and how you intend to get there
- ✓ Understand the benefits of the products and services you plan to sell and ensure the client is aware of how these will meet his needs.
- ✓ Ask for the commitment to move forward – close
- ✓ Spend your time and effort with qualified decision makers and qualified prospects