



Selling.....Try a new approach.

Sales presentations. Remove the words "sales presentation" from your sales vocabulary. Approaching each sales situation as a "presentation" can be deadly. The next time you sit down with a prospect, remember the word - interview, you will gather the facts necessary to intelligently uncover the needs of the prospect and then how they will benefit by using your services. In a sales interview, don't make a presentation.

Successful Selling. "Get out of the office by 9:00 am. Make sales call after sales call. Return to the office after 4:00 p.m. Send out follow-up thank you notes. Complete paper work as you go and do the same thing every day. Plan and manage your time effectively.

Prospects Vs Customers. The problem with most sales people is that they don't differentiate between customers and prospects. Customers are people who have made a purchase from you and you should now have a customer service program in place to suit every individual customer. A prospect is someone who you are trying to get to buy from you. Explore their needs and find out where you can offer suitable products or services to fit their needs.

Prospects are not there to buy. Most sales people think that prospects are ready to be sold to. Wrong most prospects don't intend to buy what you are selling. Most prospects are just looking for a way to say no or to put you off. If you realise this you don't provide reasons for them to reject you. Match your product or service with their needs better than anyone else and win the sale.

Tell them a profit story. Always tell those you are selling to "what's in it for them" tell people how your product will benefit them, how it will help them to profit, how much time it will save them and how easy it is to use.

Tyre kickers don't exist. People who walk into a retail store or agree to a sales interview are there because something interests them. Find out what it is by asking questions. If the prospect leaves without buying or wanting a further action, you haven't uncovered their needs and provided solutions to fit their needs. Tyre kickers don't exist.

Time Management. How many hours of selling time do you spend in the office every day? It's easy to get caught up in paperwork or conversation when you should be out selling. Prioritise and control your time. How you spend your time will determine how successful you will be. It's very easy for a salesperson to be "busy", but you must prioritise your daily tasks and follow through to be successful.

Measure salesperson effectiveness. Out of every 10 sales interviews you conduct, how many result in actual sales? You should strive for around 75%. If it is lower than that you need to review your performance, product, skills, time management. A good sales person will conduct 6 to 8 effective calls per day X 4 days per week and that should bring in 22 to 24 sales minimum.....if not ask why?

Regards, Reg Templer
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