



50 WAYS TO INCREASE YOUR SALES

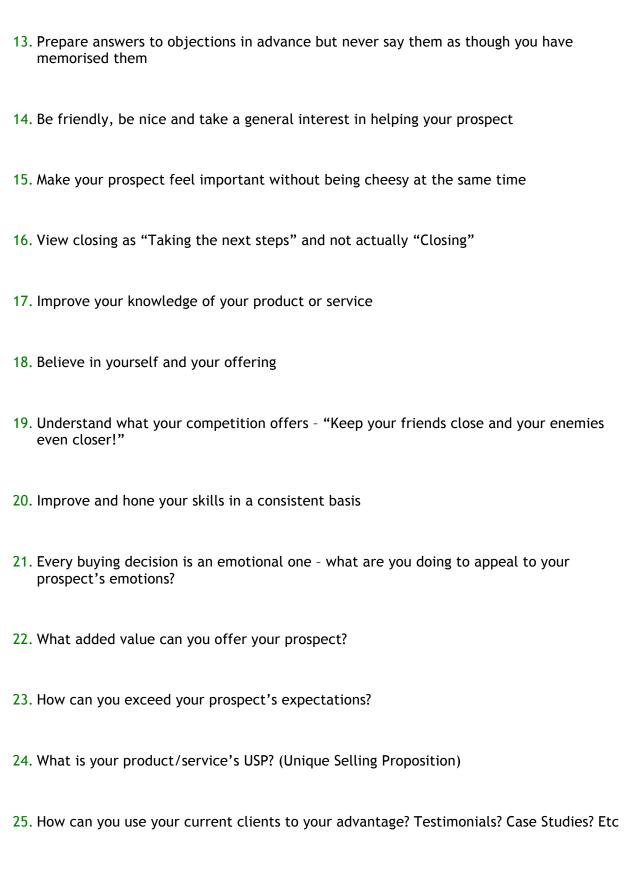
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50 WAYS TO INCREASE YOUR SALES

- 1. Prospects buy from people that they know, like and trust. What are you doing to build up your credibility?
- 2. When you go on a sales visit or are with a prospect on the shop floor, act as though you are a consultant rather than a sales person. Have the attitude that you will "Help" the prospect instead of "Selling" to the prospect.
- 3. What do you do to build up rapport between yourself and your clients?
- 4. Concentrate on identifying your prospect's wants/needs first and then present your product/service against these needs. Package your product in light of what the prospect wants.
- 5. Prospects only purchase something because they WANT it. They might NEED it but not actually want it. You never really need a bag of chips but you certainly want them at times!
- 6. Are you qualifying your prospects in the right way? How many of your presentations are a waste of time because you have not qualified the prospect properly?
- 7. Be flexible. Tailor your approach based upon the person to whom you are selling to. Ask yourself "If I were this person, what sort of approach would work best with me?"
- 8. Ask both closed and open questions a good question is one that progresses your discussion with the prospect whether it is closed or open.
- 9. Be comfortable with silence the next one to speak loses!
- 10. Listen to your prospects and never interrupt them.
- 11. Take notice of your body language what silent signals are you giving to your prospect.
- 12. Learn to read body language like a pro, it will boost your chances





26. Lose the formalities. Talk to your prospect as though you are speaking with a friend



- 27. Do not put pressure on yourself. Enjoy each selling opportunity and view them as a fresh challenge
- 28. Manage your diary effectively. If you struggle with this, get some training or coaching. What can you do to create additional 60 minutes worth of productivity each day?
- 29. Tape yourself on the telephone and hear what you sound like to your prospects
- 30. Improve your telephone voice
- 31. Get yourself a sales mentor to bounce ideas off
- 32. What additional products/services can you can offer at the point of purchase?
- 33. Manage your first impressions impressively. Take time to think through what you are going to say and how you are going to say it
- 34. Make sure you are talking to the decision maker
- 35. Involve your prospects throughout the whole sales process
- 36. Do not interrogate your prospects with question after question
- 37. What can you do to make buying from you easier?
- 38. Stress the benefits of your product/service. Answer the "What's in it for me?" question
- 39. Set yourself challenging yet attainable sales targets
- 40. Develop a positive mental attitude
- 41. Don't show your "price" too early. Build up the value and the benefits first.



- 42. A product or service is purchased for one of two reasons. 1. To avoid pain or 2. To gain pleasure. Prospects will do more to avoid pain than to gain pleasure.
- 43. When was the last time you went on a sales training course? Book yourself on a course today.
- 44. Keep up to date with the latest industry trends and news for your products and services
- 45. Never forget to follow up with your prospects for after sales service
- 46. Become better at networking at events, shows and conferences. Don't just give out your business card but instead, build and make relationships.
- 47. View cold calls as "Making the caller aware" of your products and services rather than a sales or lead activity
- 48. Learn about customer service principles and add them into your overall presentations
- 49. Don't forget to ask for the sale!
- 50. Enjoy yourself!