

10 Top Sales Tips

1. **Listen and understand.** To quote the old adage, we were given two ears and one mouth - use them in that proportion!
2. Take time to ensure you're **talking to the right person**, and then ask the right questions. Learn to ask good, open questions. Ascertain with what aspects of your prospect's current supplier he/she is not happy. Find out the problem(s) and show how you can solve it/them.
3. **Get out and talk to more people** and listen to what they say. Plan first, though and work out who you want to talk to and about what. Focus on finding people with big problems you can solve with your products and services. Manage your short term objectives in with your longer term strategy.
4. **Don't forget the 'phone**; talk to your clients and prospects sometimes, don't just email. If you receive an email at a time when it's good for you to have a quick chat, just pick up the phone. As 'they' say, 'it's good to talk'.
5. If appropriate for your business, start **networking** and follow up on the new contacts made. You could send a standard email to follow up, or why not send a LinkedIn invitation to connect? Remind the person that you met them at XXX event on YYY date. Remember, meeting someone at a networking event doesn't give you the right to add him/her to your data base and start emailing your latest newsletter. You always need their permission!
6. You need to allocate some time daily to **social networking**, starting with Linked-In, a Blog and Twitter. Once set up limit the time you spend and keep a note of new contacts etc. As with anything, you have to 'work' at this to make it work for you. LinkedIn is a great way of finding contacts in the business sectors you may want to work. I have come across a company who will set up on your website the social media profiles for you, linking them together both for broadcasting messages as well as receiving them, so you're not spending time going into each area when once will suffice. (Article on 'getting started with LinkedIn under articles on my website). Also on LinkedIn you could start your own industry/market group and invite your relevant contacts to join. Contributing to interesting discussions helps you to be seen as the expert.
7. **Create trust, respect and a charisma** with your clients and prospects so that they will want to do business with you. Wow them with your service and really work to keep their loyalty.
8. Be able to explain with passion how and **why you are different 'from the rest'** and why customers should buy from you?
9. **Know your competitors' products as well as your own.** Then you can simply highlight the benefits around the areas you've already ascertained are currently 'failing' by your prospect's current supplier.
10. **Be consistent** - show you are there for the long haul; be persistent, honest, ethical, show respect, build the trust
11. **Always do what you promise** you'll do, no matter how 'small'.
12. **Maintain your credibility** and seek out value buyers rather than price buyer

And remember, there are only three ways for more sales:

- find new customers
- sell more to existing customers
- sell more often to existing customers
- but lose any of your existing customers at your peril!