

20 Ways To Win More Business

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A Perspective 101 Series



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I have some ideas that you might find useful.

In these troubled times we need to up our game to win more business.

Here are the ideas. If you can honestly say you are doing **75%** of these you are in the top **10%** of the world's salespeople.

- 1. Contact all your existing customers at least once a month.** They are easier to sell to and most salespeople don't do it. Most business that is lost dies because of neglect
- 2. Start sending your customers e-mails that they will find helpful.** Make sure the content is useful and informative to them. Don't do an obvious sales pitch. Add value
- 3. Attach a signature to all your e-mails with links to good information.** There are 2 on this e-mail (see below). Click on them and you will see what I mean
- 4. Review how you deal with enquiries.** How quickly do you respond? The quicker the better. Set a target for responding to enquiries

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5. **Get someone to carry out a mystery shop on your business.** How well do you treat your customers? Ask them for feedback
6. **Always follow up** a mailshot with a telephone call. It increases response rates by 50%
7. **Prepare for appointments.** Most salespeople don't. Work out your objectives, prepare your questions and have a positive attitude. Try to visualize a positive outcome
8. **Be positive.** If you sound negative your customer will pick this up. Don't go over the top, but try to look and sound confident
9. **Ask more questions.** Asking questions is 3 times more persuasive than presenting information. I have some great stuff on this. E mail me and I will send you it

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10. Listen. Most sales people think listening means *'waiting to interrupt'*. Interrupting customers is irritating. **Listening is more persuasive**

11. Sell the benefits. Most customers are thinking *"What's in this for me?"* Tell them

12. Ask for commitment. 75% of salespeople don't because they fear rejection. The best closing technique is to ask *"Would you like to go ahead?"*

13. Closing is not about techniques. Closing is about confidence and timing. When you feel the time is right ask for commitment, or an order

14. Work on your image. Do you look and sound successful? When people interact with us 7% of the message they receive is from the words they hear, 38% is from our tone of voice and 55% is from our body language

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15. **Eye contact is very important.** Make positive eye contact. This makes you look confident and in control
16. **Look upon objections as a positive thing.** Ask questions and find out their concerns
17. **Work on your selling skills.** Learning is a lifetime issue. Keep developing your sales skills
18. **Have a plan.** I can help you with this. Failing to plan is planning to fail.
19. **Work harder.** In hard times there are still loads of opportunities
20. **Manage your manager.** Use all the resources that are available. The best sales tip. Find someone who is successful and copy what they do

20 Top Tips For Sales People



This is a series of Training for your
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Good Selling !



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