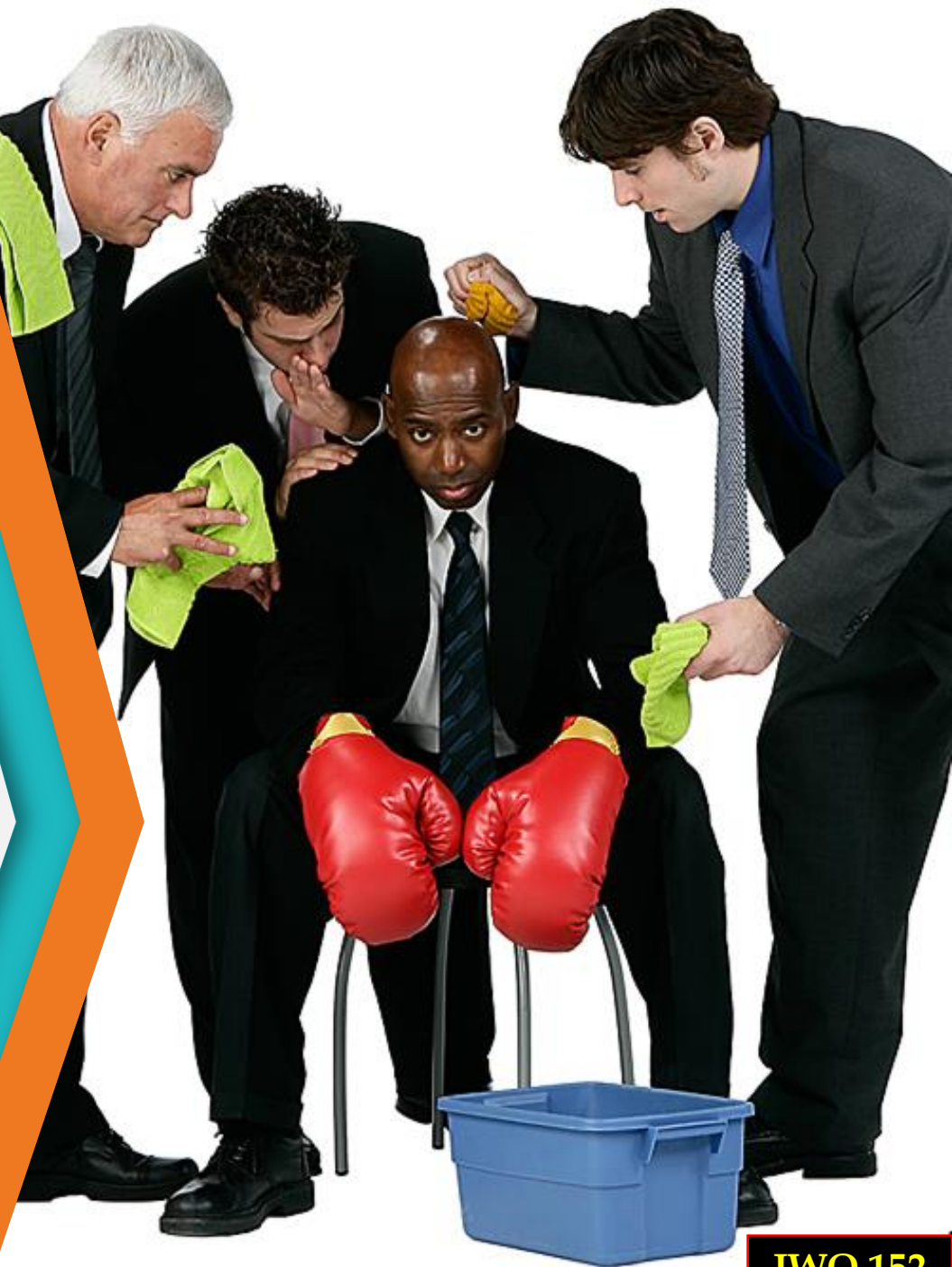


20 Ways To Win More Business

Presented by J.W. Owens



A Perspective 101 Series



20 Ways To Win More Business



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

20 Ways To Win More Business



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

20 Ways To Win More Business



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

20 Ways To Win More Business



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
Management, Sales & Office TEAM

Good Selling !



J.W. Owens - 561-372-5922
results.jwowens@gmail.com

A Perspective 101 Series



Disclaimer: The information contained in this presentation is intended solely for your personal reference. Such information is subject to change without notice, its accuracy is not guaranteed and it may not contain all material information concerning J.W. Owens. The Company makes no representation regarding, and assumes no responsibility or liability for, the accuracy or completeness of, or any errors or omissions in, any information contained herein. In addition, the information contains white papers, shared presentation from others, industry material, public or shared information from others and J.W. Owens that may reflect the his current views with respect to future events and performance. This presentation does not constitute an offer or invitation to purchase or subscribe or to provide any service or advice, and no part of it shall form the basis of or be relied upon in connection with any contract, commitment or decision in relation thereto.