

How to be a Persuasive Salesperson

1 Listen twice as much as you talk.

2 Be able to articulate your value position.

3 Remember that persuasive and pushy are not the same thing.

4 Don't be argumentative - you can catch more flies with honey than with vinegar.

5 Adapt your behavior and adopt their terminology.

6 Talk to your customer on a peer to peer level.

7 If you ask the right questions, you'll get the right answers.

8 Build a genuine relationship. Nobody likes a phony.

9 Always look on the bright side and see the cup as half full.

10 Don't forget to actually make the ask!

