

How to be Successful in Sales by Unlocking the Power of Persuasion

Useful tips for increasing your sales and growing your business.

Welcome to SCORE

- Let us know in the chat your name and where you're joining us from today.



PRESENTER;

- My name is Tammy Renee, workshop presenter for SCORE, joining you from beautiful Scottsdale, Arizona.



- I'll be sharing some actionable tips to increase your sales using proven and effective techniques that have helped many business owners see real results.

What's Your Industry?

Comment below in the chat the type of business that you own.
It's always fun to see the different companies here with us today.



Note-Worthy Value

You may want to take notes of all these golden nuggets that will be revealed.



Who is Your Customer?

- What are their “pain points”? In other words, what is the problem they have, and how does your product/service solve it? Are they aware or unaware?
- If there is no problem, what is it that they desire and why? How will your product/service make it better?
- This must be known before you can sell.
- Be detailed on who your ideal customer is.



What are the BENEFITS of Purchasing From YOU?

Features vs Benefits

- Customers want to know HOW it will make their life/situation easier.
- Many times business owners get this confused, and it can cause them to lose the sale. If you don't know your product, you can't effectively sell it.

A “feature” is a distinctive attribute or aspect of a product.

A “benefit” is the advantage or profit that is gained as a result of something.

EXAMPLE: A bouquet has beautiful, red roses (feature). The wife has been stressed with the kids, so this will put a huge smile on her face and uplift her mood as soon as she sees you walk through the door with these. (benefit)

Are You With Me?

Type YES in the chat if you're ready for the 4C Sales Methodology that can skyrocket your sales revenue and business growth!



The 4 C's....

- Confidence - Allows you to connect with your potential customer.
- Charisma - Attracts and keeps their attention.
- Communication - Helps them understand why they should buy from you.
- Clients - Turning customers into clients.

Now let's dive in!

Connect >>> Confidence

“Confidence”- The feeling or belief that one can rely on someone or something.

Building your confidence will allow you to connect with your potential customers. Without confidence, you will hesitate to make the call, you won't send the email, and you won't get to the point of introducing yourself.



How to Increase Your Confidence...

- Think positive thoughts, speak positive affirmations.
- Become the “expert” of your business and more knowledgeable about your potential customers.
- Practice your pitch.
Keep it short, sweet, and to the point



Convert >>> Charisma

“Charisma” - A personal quality or presence that others find charming, compelling attractiveness that can inspire devotion in others.

Selling with charisma eliminates the need to use pushy sales tactics that oftentimes turn the potential buyer away. Being charismatic is captivating.



How to Sell With Charisma....

In-Person Sales

- Dress nice, smell good, and stand tall. This all affects how you come across. Confidence will exude by being charismatic.
- Use hand gestures to magnify what you're saying. It keeps their attention.
- Smile. It's hard to be fearful of losing the sale when you're smiling. It automatically sends a positive, uplifting signal to your brain.

How to Sell With Charisma....

Telephone Sales

- Smile. Keep a mirror on your desk to monitor your facial expressions.
- Stand up while pitching your offer. It's easier to relay your excitement.
- Sound happy to help them. Your voice and tone are the only things you can use to keep their attention.
- Listen, relate, pause for response, and get right back to closing the sale.

How to Sell With Charisma...

Online Sales

- The copy and visuals that you use are what convey the value of your offer. Using ChatGPT without editing will make you sound like a robot.
- In a world of short attention spans, too much text can lose the customer. Use bullet points for micro context. Bite size is better.
- If you have the capability to include a video on your sales page, it's lights, camera, action! Time to show how your offer will make a difference.

Convey >>> Communicate

“Communicate”- Share or exchange information, news, or ideas, to have a common connecting conversation.

Using clear, concise communication will keep the potential customer from getting confused.

Talking too much can lose their attention quickly. Know what you want to say, how to say it, and listen more than you speak. Customers want to feel heard.



How to Sell Using Clear Communication.....

- Are you asking key questions that allow you to respond with concise answers? Know your questions prior to making contact.
- Does your potential customer feel that you're being genuine? People can often sense when someone is just putting on a show to make a sale.
- Are you being pushy or acting desperate to sell? Relax. Acting like it won't affect you if they buy or not, causes the potential customer to open up. They will see that you're "not like the others".

Cultivate >>> Customers/Clients

“Customer”- A person or organization that buys goods or services from a business.

“Client”- A person or organization using the services of a professional company

Focusing on the customer or client rather than just the transaction, will make it easier to retain them.

Putting their needs first portrays the image that you're client-centric and value your customers.



How to Sell More Being Customer-Centric

Focusing on your customer is the most important thing that you can do before and after you get the sale.

No one likes to give refunds nor get bad reviews, so taking the relationship beyond the transaction is crucial to creating a loyal customer.

QUESTIONS TO ASK YOURSELF

>>> Am I listening?

>>> Am I being empathetic?

>>> Am I showing compassion? >>> Am I grateful for their business?

Some Final Tips Before Q&A....

- Understand the value that a long-term relationship brings to your business.
- It's easier to resell to an existing customer, than it is to constantly go out and get new customers. Existing customers plus new customers is ideal.
- Follow up with your customers regularly. Use Ai to send an unexpected birthday text or a nice email during the holiday season.
- Starting and maintaining a business can be hard, but with the awesome services that SCORE provides, you're never alone on this wonderful journey.

The SCORE Story

SCORE was formed in 1964 as a resource partner of the U.S. Small Business Administration whose mission is to help aspiring and existing businesses succeed.

Since then, we've helped more than 11 million people in pursuit of their business goals.

- **Our Mission** is to foster vibrant small business communities through mentoring and education.
- **Our Vision** is that every person has the support necessary to thrive as a small business owner.
- One of our **Core Values** is that our clients' success is our success.

The SCORE Story

We help small businesses by:



Providing free
business advice and
mentoring



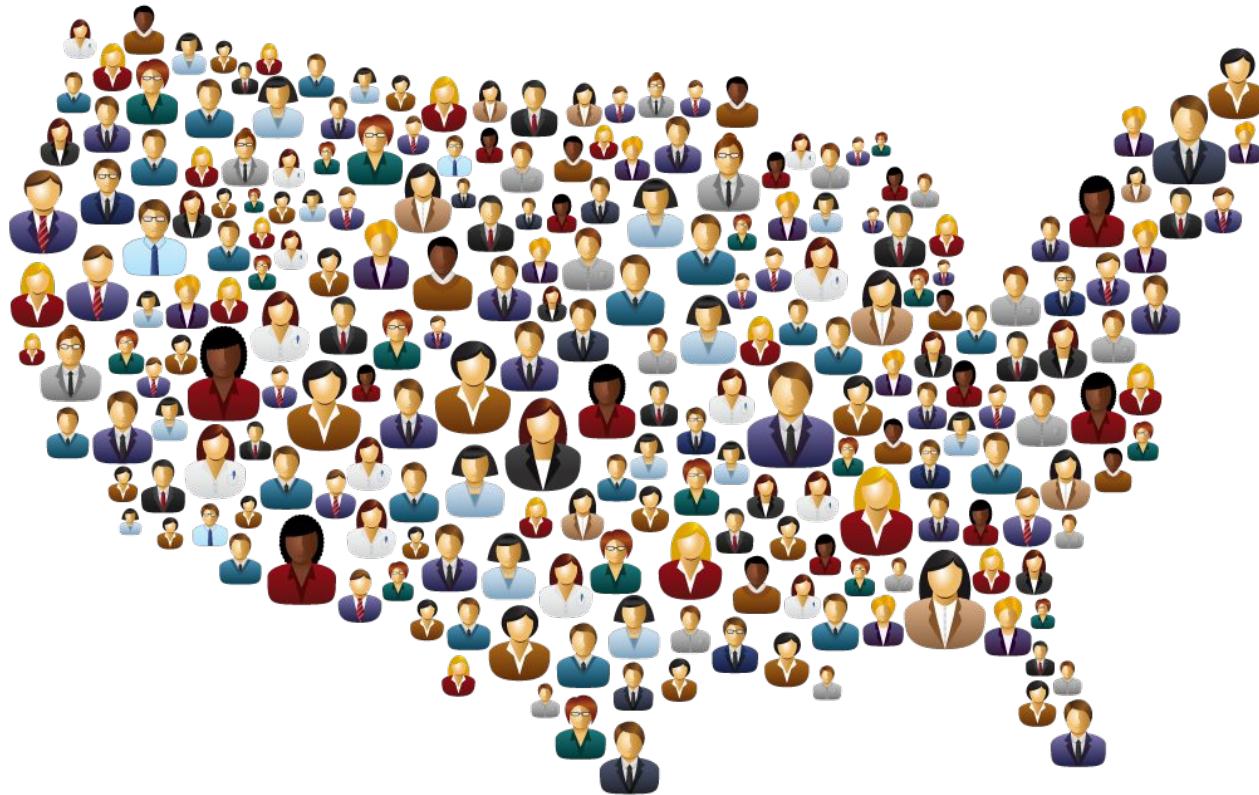
Offering low or
no-cost business
training



Sharing free business
templates and
resources

The SCORE Story

This is possible through the effort of our volunteers nationwide.



Who We Are:
Over 10,000
Volunteers
serving clients in over
1,500 communities

The SCORE Story

Thanks to our volunteers, last year SCORE helped:



Create 25,084
new businesses



Create 71,475
non-owner jobs



Create 96,559
total jobs

Let's Keep in Touch! Scan the QR Code

I truly hope you found value in today's presentation.

You can access the free workbook for today's session, on my website.



It's Q & A Time!

I'm here to serve you at the highest level, so please ask away.....



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