

25 TIPS

TO BE MORE EFFECTIVE AT

SALES



4D SELLING

TIP #1: BUILD RELATIONSHIPS



Focus on building relationships: Building genuine relationships with your prospects is key to effective selling. By getting to know your prospects, you can tailor your approach to their needs and preferences. This can help build trust and increase the chances of closing a sale.



I want you to know how happy I am that you're investing your time in this eBook. I want you to succeed and experience what's out there beyond old-school selling techniques.

Also, be sure to contact me at successfultoday.com if you have any questions about my sales coaching programs for salespeople, entrepreneurs, and companies.

TIP #2: KNOW YOUR PRODUCT

Know your product inside and out: To be an effective salesperson, you should be an expert on the products or services you are selling. This allows you to confidently and accurately explain their benefits to potential customers, answer any questions they may have, and address any objections they may raise.



TIP #3: LISTEN MORE THAN YOU TALK



Active listening is a crucial skill in sales. By letting your prospects talk and listening carefully to what they have to say, you can gain valuable insights into their needs and preferences. This can help you offer solutions that meet their specific needs.

TIP #4: SOLVE PROBLEMS



Effective selling involves identifying the pain points of your prospects and offering solutions to their problems. By focusing on solving problems, you can demonstrate the value of your product or service and increase the chances of closing a sale.

TIP #5: USE SOCIAL MEDIA

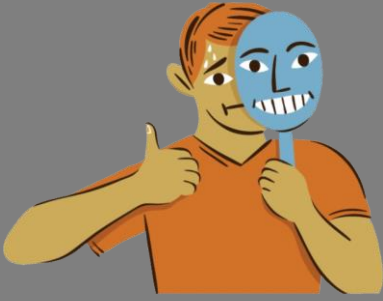


Use social media: Social media platforms can be a great way to connect with potential customers and build relationships. By engaging with prospects on social media, you can establish yourself as an authority in your field and create opportunities for future sales.

TIP #6: STAY ORGANIZED

Sales can be a fast-paced and chaotic environment, so it's essential to stay organized. By using a CRM or other sales management tools, you can keep track of your leads and follow-up activities, ensuring that no opportunities slip through the cracks.

TIP #7: BE PROACTIVE



Don't wait for potential customers to come to you; instead, take the initiative and reach out to them directly. This can help you build relationships and create opportunities for future sales.

TIP #8: USE DATA TO INFORM YOUR SALES STRATEGY



Sales data can be a powerful tool in developing an effective sales strategy. By analysing data on customer behaviour, sales trends, and other key metrics, you can determine which tactics are most effective and adjust your approach accordingly.

TIP #9: PRACTICE YOUR PITCH

To be an effective salesperson, you should have a well-honed sales pitch that you can deliver confidently and convincingly. By practicing your pitch, you can refine your approach and ensure that you are presenting your product or service in the best possible light.

TIP #10: DISQUALIFY

While many sales trainers emphasize the importance of qualifying prospects, I take a different approach. I believe that great salespeople should adopt a disqualification mindset. Rather than assuming that a prospect is qualified and working to prove it, approach each meeting with the understanding that you don't know whether they are qualified. This approach can prevent you from coming across as too pushy and wasting time on unproductive leads. It also allows you to be comfortable with the idea of disqualifying a prospect if they ultimately do not meet your criteria.

“I actually don't know if you are a good fit for what we provide so I just had a question or two”.

TIP #11: HAVE A DOCTOR'S MINDSET



Consider the experience of walking into a doctor's office with a problem. After briefly explaining your issue, the doctor doesn't immediately launch into a pitch about the top solutions. Instead, they ask you questions to understand where you are hurting and what might be causing it, before suggesting a course of action. As salespeople, we should adopt the same mindset when interacting with potential

customers. Rather than immediately pushing a solution, we should take the time to understand their needs and pain points through active listening and strategic questioning. This allows us to tailor our approach and offer solutions that are truly relevant and valuable to the prospect.

TIP #12: GET FEEDBACK



During the presentation phase (Showtime) of a sale, it should not be a one-way conversation. Throughout your presentation, you should constantly be checking in with the prospect to make sure that they are on-board with what you are presenting.

- Is this making sense?
- Do you see what I'm getting at?
- Do you understand?
- Can you relate?
- Right? OK? Got it?

In sales getting a small agreement from your prospect is called a “Trail Close” and of course, when you add up many small agreements together, they equal one big YES.

TIP #13: SHUT UP!

During presentations, many salespeople begin to talk and talk and talk. Stop that. Your goal is not to give the prospect a master's degree in your product—it's to close the sale. There is no need to do a lot of talking. Present to the challenges that your prospect has, and then shut up. If a prospect interrupts you during your presentation, stop talking and let the prospect talk. What they have to say is always more important than what you have to say. Even if you are naturally chatty in your personal life, don't bring that over to your selling situation. You control the sale by keeping the prospect talking throughout.

TIP #14: REMOVE THE RISK

At the point of sale, it is the prospect who is taking on the risk. What if you turned out you are a crook? What if your product is crap? What if your solution doesn't work? All of these questions are running through your prospect's head, so remove all of that risk by offering a total money-back guarantee for the first phase.



If your solution isn't exactly what the prospect wanted, then the prospect can have their money back within the first phase of implementation. This will put prospects at ease and will allow you to close more sales. If your solution is great, they will almost never ask for their money back.

TIP #15: AFFILIATE



Find another company that sells a different product or service to the same kind of customer as you and share your customer-bases. You spent years developing your customers, and other companies have also spent years developing their customers. Simply share your assets and you both grow exponentially in a very short period of time. As long as you have complimentary rather than competing products or services, you will only win in this scenario. Find other companies with the same types of customers and become affiliates for one another.

TIP #16: OFFER A SMALL INTRO PRODUCT



Often, a prospect needs what you have, but simply isn't ready to make the full investment because they are not fully sold on your solution. At this point, you can throw your hands up and walk away or you can sell that prospect something smaller to just get the relationship started. What is a small introductory product or service that you can offer to prospects just to get your foot in the door? You don't always have to lead with this, but it is a great tool to have when you just want to take a first step in converting a prospect into a customer.

TIP #17: CALL HIGH

Prospecting with the telephone is still an excellent tool to getting in front of prospects, however it needs to be done properly in order to yield the big results. One of the most critical aspects of prospecting calls is 'who' you are calling. Most salespeople spend their time calling lower-level prospects because they believe that it is easier to get their foot in the door. This is simply not true. Higher-level prospects can be just as easy to connect with and, more importantly, they have far more authority to sign off on a deal. Low-level prospects often cannot give you a 'yes,' but they can easily give you a 'no.' During your prospecting calls, call as high as is reasonable in the organization.



TIP #18: GET INTRODUCTIONS

I Stop asking for referrals! They are confusing to whomever you're asking. Is a referral a name and a phone number? Is a referral a recommendation? It's unclear when you ask your client for a referral what you are really asking for. But, when you ask for an introduction, it is clear that you want to be introduced to somebody. The likelihood of closing a strong introduction is far greater than closing a weak "Tell Joe I sent you" referral. Hold yourself and your people accountable to asking for just one introduction every single day.

"Tell Joe I sent you"

TIP #19: CALL YOUR CLIENTS



So many companies are spending their effort calling new prospects, while leaving their existing clients in the dark. This is a huge lost opportunity. As part of your sales prospecting mix, you should be calling your existing clients to check in on them. Maybe call to share something relevant to them. Even offer them a service that they don't currently have. Just stay connected and show that you care.

TIP #20: WRITE PERSONAL NOTES



In the day of emails, phones, and social media, people don't get hand-written notes. This has become a lost art, which leaves open a huge opportunity for the salespeople with the initiative to stand out. It's amazing how quickly one can shoot off a quick hand-written note to a client, and it will always get read. Next time you see an article that is relevant to your clients, send off a copy to them with a brief hand-written note. Birthday coming up? Send a quick note. These touches will go a long way.

TIP #21: BE CLEAR ON YOUR EARNINGS GOALS

I often ask salespeople about what they would like to earn, and most of the time I get something that sounds like, "Well, I'd like to make six figures this year." What? I'd "like" to make "six figures"? That sentence is spoken by someone who will not achieve his goal. It's a weak and vague statement. Rather, a winner will respond to that same question with, "My goal is to earn €110K in the next 12 months." This statement is both stronger and crystal clear. Get clear on what you intend to earn.

"My goal is to earn €110K in the next 12 months."

TIP #22: BACK INTO YOUR SALES GOALS BASED ON PERSONAL GOALS

Many salespeople base their sales goal on what their quota is. Really? You're going to let someone else set your sales goal for you? Great salespeople set their sales goals based on their personal goals.



For example, Jane Winner is going to sell €1M this year, which will earn her €150K. She wants to earn € 150K so she can put €40K towards a new car, maintain a great lifestyle, and take her family on a trip this summer. The €1M in sales is based exclusively on achieving her personal goals

TIP #23: FOCUS ON PROSPECTING ACTIVITIES

Once you are clear on your goals, then it's time to focus on the prospecting activities that will fill your pipeline to achieve your desired sales goal. To continue with the example of Jane, she knows that in order to hit €1M in sales, she must set 10 new prospect meetings per month. In order to set those 10 meetings, she must make 500 calls, ask for 20 introductions, call 100 clients, and go to 4 networking events. By clarifying this, Jane has removed all mystification from hitting her sales goal. All she has to do now is follow her plan on a daily basis. Mission accomplished.

Remember, it does not take long to become clear on your sales goals, tie those sales goals to your personal goals, and finally link them to your prospecting activities. Just follow this process and hit those goals.

TIP #24: TELL A STORY



Humanity has been telling stories for tens of thousands of years, and no doubt, our brains are hardwired to listen to stories. If you have children, you'll know exactly what I mean because the moment you say, "let me tell you a story," something magical takes place; not only are they listening to it, but they can also smell it, taste it and feel it as well. Not only is "story" a great format to use with your prospect, but something else very powerful happens, and that is - when you tell a story, your prospect will connect with you better.

Because as you tell the story, they make that journey from one side of the desk to the other side, and by doing so, they put themselves in your shoes and imagine what it's like to be you.

“Let me tell you a story”

TIP #25: TONALITY

Put your customer hat on for a moment and imagine how you would feel dealing with a salesperson who sounded bored, irritated, or disinterested when you needed their help? They could be saying all the right things, but if their voice suggests otherwise, you won't be sold on them and what they're offering.

For example, actors will spend many years perfecting tonality and will learn skills like dialogue delivery, projection, articulation, and phrasing. All of which are essential to communicate the spoken word to their audience effectively.

Mastering your tone is an integral part of connecting with others, and once you learn how to control it, you're going to be well underway at making great connections with your clients and prospects.



“It’s the way I tell em”

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