

10 Tips to Raise Your Performance and Increase Revenue

No one who buys a hammer needs it...and if all you have is a hammer, everything will appear as nails!

The above mentioned line can be a bit confusing and contradictory to those who are not familiar with smart business strategies or high performance.

Why would anyone buy a hammer if he/she doesn't need it?

What it really means is, result is more important than the product.

And one tool does not fix all problems. Said in another way, if you want to improve performance and productivity you have to have a system that will generate huge revenue stream.

Here are few simple steps/tips which if followed diligently, will result in huge income.

1. Build the right Connect. Don't ask abruptly but enquire candidly about their interests – things they like and don't like -You will get the clue. **Talk about his/her problems**, not about your Product or Service. You may have the most sophisticated, technically superior, latest product or service - 'who cares!' Stop parroting, how great are its Features, Advantage & Benefits (called FAB'ing, I call it 'vomiting').

Let your Prospect/Customer/Client feel a sense of 'Genuineness' in your conversation... a kind of resonance that will prompt him/her to share his/her deepest fears and concerns - to give you all the information you will need to pitch for the sale (without letting him/her feel, you are selling something).

2. Talk Less, Listen More: It's not how great your product is, rather, what solutions you can offer to solve their problems. *No one who buys a hammer really needs it... sounds weird, right?* Well, just think for a while, what is the job of a hammer? Yes, it is meant to hit on something (on nails and stuff) to make a hole (usually) or drill into... to fix something. Therefore, it is better to talk to the customer, helping him/her with information on, how to make a hole or fix something than giving a super demo on the hammer. Stop selling and start marketing (I will write about it in detail some time later).

I'm sure most of you know the 'Three Ms of Marketing' – Right Message, Right Medium, and Right Market (target audience).

However, in my research while interacting with hundreds and thousands of sales and marketing executives and even a lot of Small Business Owners over the last decade I found most of them get it all mixed up.

3. Three words you should never forget: Trust-Need-Value. Are you believable in what you are saying? Will your prospect/customer feel confident using your product or service? Does she/he

really need it? Will it address real issues consistently, definitely? Does it have real value for money as perceived by her/him? Miss one aspect and you've lost it...

These Three Elements are the fundamental basis for any effective selling process... if any one of them is missing in your conversation with your client/customer, you may lose the deal or even if he/she buys, that would be 'a onetime buy' transaction.

Keep asking leading questions to confirm all the three elements are present before asking for the deal.

"It's too expensive" – you have not shown the real value of your product or service. You may confirm, 'yes, it's expensive' and that may make your prospect/customer go back-foot and ask you 'why?' Now, you can explain again by asking questions, connecting with his/her needs..

"I'll think about it" – he/she is not fully confident, whether your product/service can solve his/her problem.

4. **Be specific about your USP:** it should answer the question, "why should I do business with you or buy from you when there are others?" Pre-empt all the objections and answer before she/he asks them while presenting your proposal – solutions that will help solve their problems... take time and go through as many 'FAQs' as possible regarding the problems your product/service solves

5. **Your Message needs to be customized** according to the profile of your prospect or client. Human beings try to look Rational but when it comes to buying they become very Emotional – learn and use the emotional language and address the 'Why' (more on Emotional Trigger later)...eating food is rational but buying burger instead of pizza is emotional - you get the point. Try to create the image of your solutions... make your prospect/customer visualize (someone selling a high end smart phone, will be more interested to know, how it would feel while using the device... start with, "imagine, you are in Switzerland on your 'honeymoon' ... it's snowing... you are throwing snow at each other...the cows are grazing...people are skiing – it's a joyful moment and you want to share it with your friends live...) and make him/her feel the 'wow experience' – your solution is not about its features or technicalities but what it does to his/her emotion...

6. **Use proper Medium,** it's most crucial. There are 25+ channels of communication to reach your target audience, use as many as possible. Don't just use only one or two - magazines, email or phone calls... you never know, which medium will get the attention of your ideal customer. Sometime a handwritten letter might surprise your ideal customer and make him/her buy from you (the direct snail mail still works wonders)

7. Spend (invest) enough to attract ideal client (unless you are Multinational Fortune 100 Company). The more laser-sharp you are in selecting your target audience easier it is to market/sell to them. If you want money from your Prospects, Customers, Clients, Patients, you got to first spend on them. *Give them something of real value they can use before you ask for the sale*, in the form of valuable information, tips, steps to use, an e-book related to his/her area of interest etc. (like this report you are reading)

8. Learn about Money and Finance. Your school or college education (that includes MBA and PGDM) is not enough to let you know all about the dynamics of Money and Finance. Remember money is not real, it doesn't exist. It's currency that's real - it's moving all the time: understand this concept well. Spend lot of time and money on acquiring new knowledge. What worked before is not guaranteed to work today.

A perfect example: the devaluation of Rupees 500 & 1000 by the Government of India on November 8th 2016. All of a sudden those denominations of currencies became useless... and many people were caught off-guard, experiencing difficult situation.

However, those who understand money or have high frequency money-consciousness managed to get things in control. I was in a different town at that time with those bills (only). And yet, I managed to spend one whole week without much difficulty...

9. Get a Coach, Stay up-to-date and become an Expert: *Great Players follow this tip religiously- daily.* I don't think this point needs any further explanation. In fact, this point alone can make you prosperous in a very short time. You don't have to take my word for it. Just do a Google search on this topic... here's what I got - *importance of a coach in business* (About 49,10,000 results (0.59 seconds) & *importance of a coach in dealing with money* (About 9,43,00,000 results (0.85 seconds) ... Now, you do the calculation.

10. Have a system that is automated: Technology is king in the Information Age to generate leads, qualify leads, measure marketing, follow up (consistently) etc. If don't have a system, it's going to be tough to move your performance & business up...

Of course there are many more apart from these. I'll write more after your feedback...

If you found these tips useful and want to know more in detail you can reach us at:
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