



Rock the Shite Out of Your Sales

Free Report!

Tips to Shoot Your Sales

Right Out of the Park!

This report is free, my gift to you. You may share it with friends, but you can't change anything in it, and you can't sell it. If you do, I know where to find you.

Oh... and don't make a paper wad out of it and toss it on the ground.
That would be littering. And that's just wrong.

Introduction

Sales. Money. Dinero.

More clients and customers.

That's what we're all looking for. Have you ever wondered why there are times when you can't figure out what to do next? You find yourself browsing at a book store, music store, surfing the 'net, hanging out at the house...instead of out *selling*. Why?

You need a restart. A refresher course. A real kick in the ass even!

More training?

REALLY?

Let's say you have a number of years of sales experience, and have attended numerous training classes, seminars, etc. Why then must you continually have to attend new classes that rehash the same old thing?

Now admittedly, my experience in the sales industry is pretty slim in comparison to some folks I know. However I've had lots more experienced friends I've had the pleasure of accosting and who've allowed me to pick their brain...

And because of that brain picking, I've never known a company that didn't hold training meetings AT LEAST once a year. In many companies, it can happen 5-6 times a year!

Most of the time it's just a lot of the same information. Why? And what do you get out of it?

Well, to be fair, it IS tedious. At the same time, you DO get something out of it.

Literally...every...single...time.

Kinda strange...it's a sure bet you never really look forward to spending 2-3 days of your life re-hashing old sales material, yet somehow you always end up learning something, or even just remembering something useful you'd long since forgotten.

Truth is as people we need continual training. Sometimes, the most useful information is just learning how *other* sales folks do *their* jobs.

Training is very useful, and the *right kind* of training can send you and your sales into the stratosphere. Every person finds different help in different areas. The right kind of

sales tip or training for you might not mean as much to someone else. But, you never know. Something you've never even considered might make the difference between a sale and a no sale...and that sale might mean the difference between a banner year and another "good" year.

To that effect, let's have a banner year shall we?

I've put together 20 of the best sales tips I know of...as a quick reference for anyone. You may even already know and use much of this information, but next time you find yourself browsing at the mall instead of selling, drag this report out and find something useful to do. ;)

Thought to ponder: I once read a book that said "if you're not out selling, you're being out sold"...

Just sayin'.

OK, so let's go...



Make contact

Make contact with all of your customers who either haven't bought yet, or have only recently bought.

If it's a potential customer, find out what you can do to move them along in making their decision. Not the used car sales guy-high pressure way, but by trying to sincerely serve them.

How can you help them?

You are trying to solve a problem they have, and whether they called you or you called on them...if they wanted to hear your sales presentation, they need or want what you're selling. Make it a problem solving expedition instead of a typical sales pitch, and SERVE the very best you can.

This is tip #1 because it's easy, and it's a great place to jump in. Talking to customers is the only way you're going to sell. Call them. Email them. Drop in. Make contact. *Sell.*



Trial close

Closing is the most important thing you can do. If you don't *ask for the business*, you'll lose more sales than you make. That's the obvious part.

The not-so-obvious part is *when* to start closing. Almost every training course out there discusses this so you probably already know it, but it's one of the biggest ways to find out how far along in the decision making process the customer is at, any time.

Ask questions throughout. "Will this option meet your needs? Is this component something you are interested in? Will this meet your need, and/or am I on the right track?"

Trial closes accomplish two things. 1.) They let you know if you are heading in the right direction. 2.) They keep you from over-shooting the buying decision. If the customer is ready to buy, you don't want to talk yourself out of a sale. Trial close throughout the sales talk...it'll make it easier to really close at the end.



Gain trust

In order to close effectively, you must earn trust. This means many different things to many different people, but to you it means the difference between selling and "giving a quote". How do we capture trust? What do clients want from us?

Part of this goes back *SERVING*. You're going to hear this a lot in this report, because service is at the heart of any successful sales venture.

Service during the initial presentation.

Service during the sale.

Service after the sale and product delivery.

Service any time the customer needs you. ANY TIME.

Deliver on your promises. Do what you say you are going to do. Return calls, answer questions completely and honestly. Nothing is worse than nailing a sale and then losing it all on a technicality. Don't be "that guy (*or girl*)". And please...don't lie...it won't work out in the long run.

DO answer calls in a timely manner.
Call back with solutions.
Be on time.
Follow up.
Be honest.
Be friendly and positive.
Be confident in your knowledge without belittling theirs.

Capturing trust is at the heart of sales. Whether you're asking someone to part with their own hard earned money, or asking a corporation to narrow its profit margin with an added expense...you must deserve the business. If they trust you...you're one step closer.



Answer objections appropriately

At some point in time, most customers will have questions that can lead them to either wait to purchase, or purchase from someone else. Or they can talk themselves out of buying altogether.

These questions are actually objections. Sometimes the customer doesn't even know it. Sometimes the objection is completely different than the question being asked. You need to *know* what is stopping the customer from buying.

Sometimes the "objection" is a smokescreen. Just an excuse not to buy because the customer is not comfortable with you or your product yet. Re-state the objection, ask questions about it, and respond appropriately with a real solution. You can call it cushion, probe, or respond.

And remember that people in general are prone to procrastination... it's important you don't give them an opportunity to do so.



Probe

I know, we all hate this word. It's been used in alien abduction movies, doctor's offices... you hear it in psych wards from doctors looking to uncover your deepest, darkest secrets... really, it's never a good thing. You've also probably heard it over and over again in every sales training course you've ever read or been a part of.

There's a reason for that...IT'S IMPORTANT!

This can be a make or break moment in a sales conversation, and it comes early. You could spend a ton of time working with a potential client who's already decided they're not buying from you. Or, you could blow right by serious concerns and never address the real need, losing a valuable sale.

Start early. Don't bombard the client with questions, but you do need to probe to find out *how exactly* you can serve them. Listen to the answers. Take notes. Make sure they know that you are sincere in your desire to find a solution custom fit for them. Effective probing is the key to unlocking the best possible sale in each and every circumstance.



KISS (Keep It Simple, Stupid)

First and foremost, don't talk yourself out of a sale before you even get started. Don't "show up and throw up" by reciting every detail about your product every time. *(I know... sounds unpleasant doesn't it? I shudder even typing it!)*

If you've done your probing and found out what the customer needs, you can simply tailor the presentation to the points they need to know about. If there is additional information that relates to an important point, by all means throw it into the mix.

But just the basics, then get them involved. If you refer to your notes on the customer, you can even get them to ask questions, and then you're *helping* them instead of feeding them a pitch.



Feature/Benefit

I shouldn't even have to say it, but every feature should show the customer a benefit. It's Sales 101. If you don't know about this part of sales...find a basic sales class and sign up. You're not ready to talk to customers.

Even though it's a no brainer...I HAVE to mention it here. It's crucial. Features mean cost...*benefits mean solutions to needs, wants, or problems.*



Expand Your Knowledge

You MUST know more than the other salesperson. You need to learn everything you can about your product or service, and every part of your business that relates to it. You also must learn your competition inside and out.

If your customers can't tell that you are the expert, it'll be up to them to make the decisions. If they rely on you as the best source of information, they'll be more comfortable with you making decisions for them, ultimately leading to a successful close.



Use "Best Practices"

In pharmaceutical sales there is a huge emphasis on sharing "best practices". Every week a voicemail goes out from regional directors or area vice presidents with attached messages from some of the nation's best performing districts.

These messages would be "best practices". Or..."how they are doing so well." What is working for them in the field? What resources are they using? What is resonating with a particular kind of client? It works the same way in every other kind of sales, too.

Find out what other successful reps are doing, and use their successes to create your own. Sometimes the difference is just a word or phrase, or a different approach with a certain client type.



Teach Others

Sometimes the easiest way to learn is to teach. Having two kids (*and now a small step-son!*) I learn more and more every day. It's the same in any situation.

If you want to be the expert for your customers, it should also set you up to be the expert for your peers. Get in on sales calls with other people, see how they do things.

Alternatively, you can also do ride-alongs with new reps, which I talk about in the next method. It's an opportunity to share what you know (*imagine that*). At the same time, a new rep can also be another resource for *you*. I always learn a lot while teaching others. Everyone brings something different to the table.

How much do you know? It will become apparent when you have a "newbie" riding with you asking questions all day. It's a good test.

If you are teaching someone how to do what you do, it will reinforce your own knowledge base, and at the same time show you where you need to learn more.



Ride-Alongs – or “Co-selling”

As I said, a really awesome way to learn (*or teach*) is a ride-along. Go on sales calls with other reps at times. Sometimes, just the way a phrase is framed in a conversation can change the way you see a product, feature, benefit, or customer interaction.

Some reps are more laid back, some are more aggressive. Make note of which style works with each type of customer. Use what you learn to customize your own style of selling. If you are great at selling penny-pinchers, and your colleague is great at up-selling and nailing big ticket items...you can learn from each other!



Referrals

Face it, a large part of your business should rely on referrals. You **MUST** ask for them at every opportunity.

It only takes a minute, but it’s vital to your business. Use whatever technique you want to ask...be passive, direct, assumptive...whatever.

Just make sure you ask the question.

If you’ve already *SERVED*, and the customer is happy with your service, they should be more than glad to refer others to you. You’ve already made the sale! You have nothing to lose. Ask for referrals. Every time. Don’t forget.



Lead Generation

There are a number of ways to keep your lead quiver full. You need prospects to turn into customers.

Don’t be afraid to pay for leads. You can pay fellow employees a “bird dog fee” for sending leads your way, or you can use online paid lead services. Just Google “sales leads” and see how many hits you get.

The point is, you need to have clients to talk to, and the more proactive you are in getting them, the better your sales results will be.



Take Notes

Buy a digital voice recorder. Keep track of ideas you have throughout the day for leads, new customers, or things to do for current customers. Finish your day by checking through your voice notes and acting on them.

It's easier than stopping to write something down on the fly. Transfer to-do lists into your planner as needed, but when you think of an opportunity, don't put it off. Make note of it right away.

Some of the most successful sales people use exactly this method. Their biggest tip, best advice...the digital recorder. Any time you see a new business or a business you want to call on...speak into that little doo-hickey. Then, when you have the time...*act on it!*

That's the key here...it's not enough to record your ideas. **Implement them.**



Sell Outside Your Market

We tend to have labels. Residential, individual sales, small business, commercial sales, etc. Can you sell outside of your market and label?

Did you sell to a big business? Well, do they buy from or sell to small businesses?

Can those businesses use your product? *Referral opportunity.*

Did you sell to a small business? Can you sell to an individual? Depending on your product, you may be able to sell the owner or employees as well.

Did you sell to an individual? Where do they work? Can you sell to their business?

There are plenty of ways to look at it, but the main point is the old cliché...“think outside of the box”. In other words... use that sweet little noggin' of yours and put it to work!



Play the Numbers Game

I always hate hearing this, but sales really *IS* a numbers game. The more people you ask, the more presentations you make, the more you'll sell. Get out and sell! It's what you are paid to do, whether you work for a company as a sales rep or you're

an entrepreneur, which requires *you to be your own sales rep.*

I know this is probably an oversimplification, but the fact remains that you need to see more customers in order to close more sales. It's not always easy, but the best way to deal with it is to get busy. Make them tell you no. A lot of them will also say yes.

And FYI, it's possible to pull in a lot of revenue with a handful of quality customers... remember the old 80/20 rule. But the bottom line is you'll never find those customers if you don't get yourself out there.



Embrace "NO"

You must not be afraid to hear the answer "no". **IT'S GOING TO HAPPEN.** A lot, if you sell for very long. It's not personal, so don't take it personally. Embrace it. Learn to appreciate it.

You see, as with the rule above, the more times you ask, and even hear "no", the more opportunities you have to hear a "yes"! No's can lead to yes's. Sometimes a no can uncover a problem, objection, or issue that can be resolved and lead to a yes.

Even with a definite no, if you've served your customer properly, you can take an opportunity to try and get referrals. Always sell. Always ask the questions. The no's can't hurt you if you don't let them, but they can be a big help.



Leave Work *at Work*

This one isn't going to directly get you more sales...but it will help your overall attitude, and that can definitely lead to more sales and a better career in general.

It is **VITAL** that you have a good work/life balance, and that you leave work at work. Don't carry all of the "no's" home with you. Home is where, hopefully, the yes's come out to play much more than the no's. 😊

Go home, have fun. If you work from home, make it clear what is work time and what is home time. Forget about that presentation or why you may have lost it. If you do all you are supposed to do to **serve** the customer, and they still say no, it's not your problem anymore.

Don't brood over it. Don't air it out too often at home. Make sure you have a hobby you enjoy. Spend time with people you love. Enjoy your time off. You should be *working to live*, not living to work.



Listen...

...to the customer if they want to sell themselves. Sometimes we get so caught up in our own expertise, our own plans, our own ego's, we forget that the customer just might already know exactly what they want. Give it to them.

Yes, you still need to sell. You can up-sell, or make recommendations if what the customer wants is impossible or will not serve them properly, but don't "sell" yourself out of a sale. Sometimes it's okay to be an order taker.



Be Helpful

In all areas of your work life...and I mean ALL areas...aspire to be as helpful as you can. Help your customers, first and foremost. Help co-workers, other departments, even the competition in some circumstances (*don't give them a sale, of course!*).

The point is, if you are helpful, they'll appreciate it. Appreciation and a good reputation go a *loooong* way.

Not only will this help you get increase your current sales...it can help you **sell yourself** along the way, (*in the absolutely cleanest sense of course! Sheesh...*) which could mean raises, promotions, partnerships, friendships and any number of new and exciting things.

Plus...it just makes sense. Be kind, be helpful, and always put your best forward. Throw out into the universe that which you wish to receive yourself. You never know, maybe we are entertaining angels unaware... and it's my feeling you'll be pleasantly surprised just how much your life ends up blessed.

Until next time, happy selling!

One more thing...

If you liked this report and want a little more of the same, I'm putting together a small exclusive 3 month e-course that I will be offering paid access to.

Within this awesome tutorial "Rock the Shite Out of Your Sales Remix", there are twelve actionable weekly lessons teaching members how to maximize sales potential in *any* market. In other words, you don't even have to have your own business... you can work for the man and still rock these strategies. *(Note the keyword actionable... meaning you actually have to DO these strategies to make 'em work for you, capisce?)*

Of course if you have made the break and work for yourself, these strategies will pull in ten times more revenue *(OK, don't quote me on that please, I really can't predict exactly how much more money you'll make... but you'll definitely make MORE and that's what you're after right?)* for your piggy bank, and again... they'll work for *any* market.

This course was co-written by a seasoned sales veteran, *(who shall remain incognito)* based on years of trial and error, with a healthy dose of my own wisdom thrown in the mix.

Ha... Remix... mix... get it? *(Sheesh, never mind then!)*

Each lesson is 5-8 pages in length, with concise, actionable chunks of information geared toward fast results and long term success with your customers.

Interested?

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About Cori

Cori is a wildly hire-able **freelance** 'ghost' as well as the creative brains and dubious brawn behind her blog **Big Girl Branding**. If you'd like to harness her creative brains and dubious brawn and put it to work for you, just **stalk her on Twitter** and ask her. I'm "almost" sure she doesn't bite. Well... like 95% sure.

