



# 7 Top Tips for Sales Success

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## **Tip 1 – Don't overestimate the power of the Internet**

The most important thing in sales these days is the Internet. Most customers are going to have made up their mind as to whom they can buy from because they have been using the Web before they even come to you. Potential customers have already decided they could probably buy from you and have done a great deal of online research. They know a lot about you and the competition. However, recent research shows that people wish this were not the case; they want salespeople involved in a much earlier stage in their decision-making process. Customers appear to realise that what they learn from online checks may not be good.

## **Tip 2 – Qualify the opportunity**

Before you meet the customer, qualify the prospect. Find out whether it is worth spending your time and effort in attempting to get the sale. Do you they have the right budget? Do you know who has the authority to make the buying decision? Do you have access to them? Do you correctly understand the customer's problems or pain? Is there a good fit between what they need and the competencies of you and your organisation? Is there any sense of urgency and why do they need to take action on this? Only by considering all these questions is it likely that you will be able to make the sale.

## **Tip 3 – Be like them**

We get on with people who like us or with people who are like us. So, what's the connection between you and your prospect? Is it a sporting interest? Is it the same TV program that you watched last night? Is it the fact that you share the same values and beliefs? Talking about shared interests creates a common bond. Also, make sure you look like them – wear similar clothing. If they work in casual clothes and you are in a suit that's not a good place to start.

## **Tip 4 – Get inside the customer's head**

Get out of your own head and get inside the customer's head. In far too many sales pitches and presentations, it is all about "hey we are amazing; this is what we can do". It is all about us instead of about the customer. If you are inside your own head, thinking about it from your side, you are in the wrong mindset. Get inside your customer's head and think about the sale from their perspective.

## **Tip 5 – Assess the probability**

Get real, get grounded and measure the chance of the deal coming off. Check what key people are saying and the words they are using. Are they saying things like "leave it with us" or are they saying, "this sounds interesting" and so on? We need to measure the probability of the sale taking place. If it is only 75% likely to come off, it is not a £10,000 piece of business (for example), from a forecasting point of view, it is only worth £7,500.

## Tip 6 – Follow-up repeatedly

The number one reason why people fail to get the business is that they do not follow up, and they do not follow-up anywhere near enough. Data shows us that most salespeople give up after the second follow-up, and most people buy things after the fifth follow-up. Only about 20% of salespeople follow-up more than two times, so if you want the deal, keep following up. There's a reason why these follow-ups work. Your customer wants you to show that you love them. If you do not have a system to remind you to follow up, you are likely to miss the sale because the prospect thinks you do not care.

## Tip 7 – Make it simple

Whatever stage of the sales process, you should make it easy for your customer to achieve what they want. This is particularly important these days when everybody is overwhelmed with stuff to do and overloaded with information. People want to be able to do things in a snap. So, every part your process needs to be simple and straightforward. Think about all those times as a consumer where you got frustrated and annoyed because it was not easy to spend your money. Make everything easy for the customer, and you can maximise your sales.

So, there are your **7 Top Sales Tips for Success** from the *Sales Chat Show*. You can listen to the program that discussed these tips at the [Sales Chat Show website](#) or subscribe on [iTunes](#), at [TuneIn Radio](#), or on [SoundCloud](#).

