



SALES TIPS & STRATEGIES #2

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Salesperson Tips and Strategies: # 2

If you enjoyed and learnt something from # 1 hopefully you will pick one or two things out of # 2. As salespeople you need to train daily to fuel their mind and improve your skills so you can become the BEST. That's why athletes train daily to become the best!

If you are an experienced Salesperson this may just may be a good refresher. If you are just your career in Sales hopefully you find this beneficial. If you get one or two tips out of this list it has been worth your while to read.

I have always believed in the old saying “You are never too old to learn”.

- Do you use a script when calling prospects? Remember prospects want to talk to a human not a machine
- When you make an appointment for you prospect tell them they qualify for the “VIP Appointment” You can make the “VIP Appointment” whatever you like!! (remember the more fuss the better)
- First impressions count! Make it GREAT!!
- Keep these words out of your Sales Presentation
 - “Trust Me”
 - “I will be honest with you”
 - “I need this deal to reach my target”
 - “You won't get a deal this good anywhere else”
- Replace these words
 - “Contract” use “Paperwork/Agreement”
 - “Sign here” use “if you would just approve this here or just okay here”
- Don't use “X” where the customer signs use a “Tick”, a tick means it's correct (correct decision to go ahead and sign)
- Give the customer 100% of your attention
- Have 2 ears and 1 mouth! Listen twice as much as you speak!
- You don't have to agree with all they say, but be empathetic
- Don't interrupt
- Keep constant eye contact
- To be great at your job you have to Practice, Practice, Practice
- Speak clearly and slowly
- Dress as successful people do
- Use hand gestures when talking
- Always want to be better then you were yesterday
- Don't just **want** to be great at what you do, be great at what you do.
- Top sales people are ambitious empathetic and resilient
- Be a consultative Salesperson, diagnose the customer's problem and tailor a solution.
- Always be prepared to make a contribution
- Treat everyone with respect, they may not be a client today but they could be tomorrow!
- Never bad mouth the opposition
- Truth is your greatest asset, don't lie!



- Always over deliver and under promise
- Have your own “sales mission statement”
- If you lose a deal ask yourself and/or your Sales manager “why did we lose that deal, what could I have done different?”

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Your onsite and online Dealership Coach, Mentor and Trainer