



SALES TIPS & STRATEGIES #11

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Sales Tips & Strategies #11

If you enjoyed and learnt something from # 1-10, hopefully you will pick one or two things out of # 11.

“Just like in an athlete’s development, raw talent needs guidance and education to mature and make a positive impact. No athletic coach would let someone loose without coaching and mentoring. Why should you be any different in your business?”

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”.

- Walk a mile in your customer’s shoes so you are experiencing their pain
- Understand about open-ended questions and active listening
- Take time to research and customise everything you sell
- Ask more big picture questions
- Explore prospects objections before you respond to them
- Make it easy for prospects to do business with you
- Be the expert but don’t be pushy
- Use incremental closes
- Deal with objections early you could ask “Are there any reasons you could think of why this product or service won’t work for you?”
- Make it really easy for prospects to book appointments and/or contact you
- Leverage of Video Testimonials and Social Media
- Replace the word “if” with “when”
- Always be asking “How can I help”
- Phrases not to use
 - “Trust me”
 - “To be honest with you”
- Don’t be lazy
- Be confident without being over confident
- When closing use questions not statements
- Focus on opportunities not obstacles
- Don’t dwell on failure it is only temporary
- Always learn from your mistakes
- Invest in yourself
- Laughter is the best medicine
- Be pleasantly persistent
- Master different closing scenarios
- Have great personal discipline
- Leverage your personality
- Have Integrity and Build Trust

Your onsite and online Business Mentor and Professional Sales Coach