



SALES TIPS & STRATEGIES #20

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If you enjoyed and learnt something from # 1-19, hopefully you will pick one or two things out of #20.

“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”.

- Avoid discounting language
- Always have a purpose
- Most prospects have seen your product or service online; be the salesperson that educates them about what they didn’t find online.
- Differentiate your product/service on value not price.
- Turn off distractions
- Leverage the Power of Time Blocking
- Always be optimistic
- Don’t talk price until you have established value.
- Make your presentation a conversation
- Use video testimonials
- Know your competitor’s strengths and use it, you can show the customer how their product is a poor fit.
- Set yourself as the winner early in the sales process
- Ditch the EGO
- Find a mentor
- Stay focused and maintain great habits.
- Protect, guard and value your time.
- Always believe in yourself and your process.
- To close like a pro you need to master the different closing scenarios based on the customer you are dealing with
- Buyers like salespeople who are like them
- Buyers buy from trusted likeable salespeople

Your onsite & online Business Mentor and Professional Sales Coach

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