



SALES TIPS & STRATEGIES #19

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Sales Tips #19

Professional Sporting Teams have trainers but on Game Day. It's the "Coach" in the box calling the plays and coaching the Team to the next WIN!!!

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

- Focus 100% of your time on selling
- Create urgency
- Always do the A-Z of the sales process (No short cuts)
- Whenever possible sell only to the decision makers
- Change your bad habits
- Always add value to your process
- Be responsive
 - Be prepared
 - Be knowledgeable
 - Be a listener
 - Be ready for the unexpected
- Set time to prospect on a regular basis
- Don't be afraid to ask for the business
- Understand your prospects main objective
- Have the prospect talk about their challenges
- Be forever focussed on serving your client.
- Focus on the end result not the benefits
- Understand your prospects pain
- In the right circumstances be prepared to say "No"
- Don't make a promise to a client you can't keep.
- Focus on your goals, don't worry about others.
- Be competitive, against yourself.
- Have great self-control
- Know your numbers
- Maintain a strong work ethic and high productivity even after a successful month
- Celebrate a successful month, don't live on it for the next 3!!
- Always give your client 110% of your attention
- Build your brand (yourself) to build credibility
- Be unique in your selling style
- Always over deliver and YES over promise

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Your Online and Onsite Professional Sales & Leadership Coach

Ian Parker Management Group