

60 WAYS TO INCREASE YOUR SALES

1. Prospects buy from people that they know, like and trust. What are you doing to build up your credibility?
2. When you go on a sales visit or are with a prospect on the shop floor, act as though you are a consultant rather than a sales person. Have the attitude that you will “Help” the prospect instead of “Selling” to the prospect.
3. You should be doing 30% of the talking and your prospect should be doing 70% of the talking. What is your current ratio?
4. What do you do to build up rapport between yourself and your clients? Concentrate on identifying your prospect’s needs first and then present your product/service against these needs. Package your product in light of what the prospect needs
5. Are you qualifying your prospects in the right way? How many of your presentations are a waste of time because you have not qualified the prospect properly?
6. Be flexible. Tailor your approach based upon the person to whom you are selling to. Ask yourself “If I were this person, what sort of approach would work best with me?”
7. Ask both closed and open-ended questions – a good question is one that progresses your discussion with the prospect whether it is closed or open
8. Be comfortable with silence – the next one to speak loses!
9. Listen to your prospects and never interrupt them
10. Take notice of your body language – what silent signals are you giving to your prospect
11. Learn to read body language like a pro, it will boost your closing ratios
12. Prepare answers to objections in advance but never say them as though you have memorised them
13. Be friendly, be nice and take a general interest in helping your prospect



14. Make your prospect feel important without being cheesy at the same time view closing as “Taking the next steps” and not actually “Closing”
15. Improve your knowledge of your product, believe in your product
16. Believe in yourself
17. Understand what your competition offers – “Keep your friends close and your enemies even closer!”
18. Improve and hone your skills on a consistent basis
19. Draw pictures and diagrams for your prospects to help them understand
20. Every buying decision is an emotional one – what are you doing to appeal to your prospect’s emotions?
21. What added value can you offer your prospect?
22. How can you exceed your prospect’s expectations?
23. What is your product/service’s USP? (Unique Selling Proposition)
24. How can you use your current clients to your advantage? Testimonials? Case Studies? Etc
25. Improve your confidence and get a “Thick Skin”
26. Always be presenting IDEAS
27. Go into every sales encounter with a goal and specific outcome in mind
28. Lose the formalities. Talk to your prospect as though you are speaking with a friend
29. Do not put pressure on yourself. Enjoy each selling opportunity and view them as a fresh challenge



30. Manage your diary effectively. If you struggle with this, get some training or coaching. What can you do to create additional 60 minutes worth of productivity each day?
31. Tape yourself on the telephone and hear what you sound like to your prospects
32. Improve your telephone voice
33. Dress for where you are going and not from where you have been. Will the next client appreciate the way that you are dressed? Do you need to be more formal? Trendy? Etc
34. Get yourself a sales mentor to bounce ideas off
35. Listen to motivational and sales tapes in your car. This is dead time so use it to your advantage
36. Are there any additional products/services that you can offer?
37. Manage your first impressions impressively. Take time to think through what you are going to say and how you are going to say it
38. Make sure you are talking to the decision maker
39. Involve your prospects throughout the whole sales process
40. Do not interrogate your prospects with question after question
41. What can you do to make buying from you easier?
42. Stress the benefits of your product/service. Answer the "What's in it for me?" question from your prospect.
43. Improve your communication skills – PRACTICE MAKES PERFECT
44. Revisit the fundamentals of selling on a consistent basis to keep you focused and on track
45. Set yourself challenging yet attainable sales targets



46. Develop a positive mental attitude
47. Don't show your "price" too early. Build up the value and the benefits first
48. A product or service is purchased for one of two reasons. 1) To avoid pain or 2) To gain pleasure. Prospects will do more to avoid pain than to gain pleasure
49. Know your figures. What would an increase of just 3 sales per month mean to your company's bottom line and your take home pay? Use this as motivation
50. When was the last time you went on a sales training course? Book yourself on a course today
51. Keep up to date with the latest industry trends and news for your products and services
52. Never forget to follow up with your prospects
53. Become better at networking at events, shows and conferences. Don't just give out your business card but instead, build and make relationships
54. Be persistent without being annoying
55. View cold calls as "Making the caller aware" of your products and services rather than a sales or lead activity
56. Learn about customer service principles and add them into your overall presentations
57. Do not baffle your prospect with over hyped words. They will see straight through you.
58. How can you put the risk of doing business with you back onto your shoulders rather than have your prospect take the risk of doing business with you?
59. Don't forget to ask for the sale!
60. Enjoy yourself!

