

SPECIAL ACTION REPORT



A complimentary report
provided by an
independent BBG...

Business Development
Specialist

Our purpose:

To provide practical
business information
that works...

Guaranteed!

In particular how to:

- ◆ Increase Sales
- ◆ Reduce Costs
- ◆ Improve Productivity

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Presented By:

100 Sales Generating Tips

1. **Believe in yourself first.** If you don't think you can do it, how can anyone else have confidence in you?
2. **Develop and, more importantly, maintain a positive mental attitude.** Your sales success depends on it.
3. **Set and achieve goals.** Develop a plan. A goal is a dream with a plan. Commit the goals to writing and re-visit them frequently
4. **Learn the techniques of sales and routinely apply them.** Read, go to seminars, listen to tapes; then mould the techniques to suit your style and personality. Try to learn a new technique each day.
5. **Use your car as a learning centre.** A how-to-sales tape does more for your success than radio or music.
6. **Visualise the sale taking place before it happens.** You'll become more assertive, confident, and you'll increase your sales.
7. **Sell on your own turf as often as possible.** This will require organisation and planning. But, remember, the majority of professional sports teams win their home games. Try it.
8. **Shake hands firmly.** No one wants to shake hands with a "dead fish" or with a "knuckle cruncher."
9. **Be conversational in your sales presentations.** Speak as though you're talking to a friend.
10. **Develop better telephone skills.** The phone is the most effective weapon in sales.
11. **Don't prejudice your prospects.** They are often customers in disguise.
12. **Understand your customers' needs and wants and meet them.** Question, and listen to the prospects, to uncover their true needs.
13. **Qualify the buyer.** Don't waste time with non decision makers.
14. **Develop a checklist to see if you can help (interest) the prospect.** You need 10 questions that will interest him or her.
15. **Take notes as the prospect or customer is talking.** It makes the prospect feel important and captures information you might need to clinch the sale.
16. **Listen with the intent to understand.** When you feel you understand, then respond. Listening is more important than talking.
17. **Communicate to be understood.** Be clear, concise and brief.
18. **Sell to help.** Sell to assist your customers; don't sell for the money.
19. **Establish long-term relationships.** Get to know your customers and concentrate on their best interests.
20. **Believe in (and be enthusiastic about) your company and its products.** If you don't, neither will your prospect... guaranteed!
21. **Be prepared.** Preparation is the lifeblood of professional salespeople. Be ready to make the sale with sales kits and tools, openers, questions, statements and answers.

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22. **Know your prospects, their businesses and their industries** before you attempt the sales process. Homework, homework, homework!
23. **Understand how the customers of your customer use the end product.** In this way you can assist your customers to assist their customers.
24. **Read the trade journals of your best customers.** Know what's going on in their world.
25. **Become a resource for your customers.** Ideas and industry information make you a resource. Go to a sales call with an idea you think your prospect can use.
26. **Look professional.** Your appearance reflects on you, your company and your product.
27. **Be prompt.** Lateness tells your prospects you don't respect their time.
28. **Establish rapport before starting to sell.** Get to know your prospects and their company before you start your sales pitch.
29. **Attract the buyer's interest.** Gain the buyer's interest. If you don't, you'll never get a sale.
30. **Use humour.** It's the greatest sales tool. Laughing signals approval, so make the prospect laugh.
31. **Be sincere.** Sincerity shows... and so does insincerity.
32. **Be the master of your product.** Know how your product benefits your customers. Become an expert. Thorough product knowledge frees you to focus on selling and gives you the confidence to make the sale.
33. **Understand the power of the question.** You can qualify the buyer, establish rapport, eliminate competition, build credibility, identify needs, find hot buttons, get personal information, and close a sale... all by asking questions. Develop a series of information-gathering questions for your business and then distribute them to all of your staff.
34. **Use questions to create a buying atmosphere,** not a selling one.
35. **Sell solutions (benefits), not situations (features).** Customers don't care how it works... they want to know how it will help them.
36. **Understand the power of testimonials.** The strongest salesperson on your team is a reference from a satisfied customer.
37. **Use testimonials to overcome objections.** Get letters from satisfied customers that overcome standard objections.
38. **Deliver on all promises... on time, every time!** The best way to turn a sale into a relationship is to deliver as promised. Failure to do so severely jeopardises the chances of future business.
39. **Learn to recognise buying signals.** Prospects often "signal" when they're ready to buy... but they mightn't necessarily voice it. Pay attention and look for all of the buying signals...verbal and non verbal.
40. **The biggest buying signal in the world is "How much is it?"** Don't reveal the price until the customer asks.
41. **Understand that objections often indicate buyer interest.** Satisfy the objection, then confirm the sale.
42. **Know the difference between a stall and an objection.** Excuses like "I want to think it over" aren't objections.
43. **Uncover the real objection.** Customers often won't tell you their true objection(s)... you have to dig.
44. **Anticipate objections.** There are fewer than 10 standard objections to any sale. Write them out and rehearse your response until it becomes second nature.

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45. ***Incorporate answers to common objections into your presentation.*** Don't wait for them to be raised.
46. ***Overcome objections.*** This is a complex issue. It's not just an answer; it's understanding the situation. Listen to the prospect, and think in terms of a solution. You must create an atmosphere of trust strong enough to make the sale.
47. ***Tell the truth*** and you'll never have trouble remembering what you said.
48. ***Create a comparison chart*** of all your competitors for the buyer who wants to "shop around." Lead into it with, "Mr Smith, after you shop around, and then find us to be the best, will you confirm your purchase?" Then show the chart - and write up the order.
49. ***Never put down the competition.*** If you can't say anything nice, don't say anything at all. Set yourself apart from others with preparation and creativity... not by putting the competition down.
50. ***Close the sale*** using the exact same words the prospect gave you when answering his or her "biggest need" question. A powerful closing technique.
51. ***Ask for the sale or ask for the order.*** Sounds too simple, but it works. Many salespeople just forget.
52. ***After asking a closing question, shut up.*** This is the first rule of sales... but many people forget this rule and end up talking the sale away.
53. ***If you don't make the sale, make a firm appointment to return.*** Make some form of "sale" each time you call.
54. ***Never, ever argue with a prospect or a customer.*** Even if you win, you lose.
55. ***Follow up, follow up, follow up.*** You need between five and 10 exposures to a prospect to make a sale. Be prepared to do whatever you must to get that 10th meeting, and if the sale happens prior to that, it's a bonus.
56. ***Avoid giving in to negative emotions.*** They inhibit sales and block clear, creative thinking.
57. ***Redefine rejection.*** They're not rejecting *you*... they're just rejecting the offer you're making them... and the rejection might well be founded upon illogical, complicated private matters not even remotely linked to you or your product.
58. ***Anticipate and be comfortable with change.*** Change is a big part of sales. If you can't roll with it, you'll never succeed.
59. ***Follow rules.*** Salespeople often think rules are made for other people. Think again. Broken rules will only get you in trouble. Remember this - once discovered, the shape of the wheel was never re-engineered.
60. ***Get your staff to work as a team.*** Making sales is never a solo effort. Working as a team to serve the customer in the best way possible.
61. ***Surprise your customers*** so they'll talk about you.
62. ***Treat every customer as though he or she was the most important person*** in your life.
63. ***Treat others the way you want to be treated.*** Provide the same service you expect to get. Put yourself in the other person's shoes.
64. ***Satisfy customer complaints in less than 24 hours.*** Positive recovery leads to added sales and a great reputation.
65. ***Don't blame others when the fault is yours.*** Take full responsibility for your actions and do so promptly. Then go to work on a recovery plan.
66. ***Understand that hard work makes luck.*** Take a close look at people you think are lucky. Years of hard work went into making that luck. You can get just as lucky.

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67. **Find your success formula through numbers.** Determine your own numbers for success... how many leads, calls, appointments, presentations and follow-ups does it take to get to the sale. Then follow the formula.
68. **Harness the power of persistence.** Do you take “no” to be a challenge or a rejection? Persistence is the spine that supports all great salespeople.
69. **Develop and practice networking skills** - the most powerful business tool.
70. **Spend more than 10 hours a month networking.** The only way to get results is to be in the loop.
71. **Develop a 30-second “personal commercial”** that sparks interest in your product or service. Practice until it’s perfect, then use it at your next networking function.
72. **Write on the back of business cards.** It’s the best way to immediately capture important information while networking.
73. **Design and invest in a great business card.** It’s your image after you leave. Have a card people talk about.
74. **Take advantage of every second of your time.** Once time has passed... it's gone!
75. **Schedule a sales call one minute after you hold your staff sales meeting.** Try out what you just learned.
76. **Evaluate yourself every month** in terms of your presentation, your sales and personal goal achievement, your education, and your attitude.
77. **Do it down to the last detail.** Too often salespeople ignore details... and fail. This applies to the paperwork as well. Go the extra yard at all times... for you, for the customer, for your company.
78. **Learn to make effective decisions.** This means taking risks. Don’t be afraid to be wrong - fear inhibits growth.
79. **Ask the two acid-test sales questions:** “Is this in the best interest of my customer?” and, “Is this in the best interest of my company?” If you can say yes to both, do it.
80. **Make it easy for anyone to do business with you.** Fill out the forms yourself.
81. **Do something “non-business” with a customer.** A meal, sports event or theatre tickets help turn customers into friends - and people buy from friends.
82. **Help others get business.** This powerful relationship-builder puts them in an implied position of obligation.
83. **Don’t keep score.** Use every resource at your disposal to help others. If you don’t measure (“He owes me one”), it will come back tenfold.
84. **If it wouldn’t make your Mum proud, don’t do it.** Take pride in yourself, your business and what you do.
85. **Don’t force the sale.** It usually turns out to be a big hassle.
86. **Keep physically fit.** It improves your performance by 20 percent.
87. **Get unsolicited referrals on a regular basis.** Ask yourself, “Have I done what it takes so this person will refer me to someone else?”
88. **Do it passionately.** Give the best effort you can - every time, every day.
89. **Be memorable in a creative, positive and professional way.** What will they say about you when you leave? You are responsible for the memory you leave behind.
90. **Don’t be a “Nosey Parker.”** Before you interfere with everyone else’s problems, solve your own. In other words, "butt out!"
91. **Become great at everything you do.** Be known as the best.
92. **Speak in public.** It will improve your presentation skills and position you as an expert. Join an organisation such as Apex, Lions or Toastmasters. It will also improve your confidence.

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93. **Get involved in your community.** Give back a portion of what you receive.
94. **Find mentors, and use them.** If you have the desire to succeed, others will help you. Just ask.
95. **Hang around successful people.** It's the best way to be successful yourself. At the same time, avoid people who are not successful.
96. **Realise the biggest obstacle to your success is YOU.** You have been given a bag of cement and a bucket of water. You can build either a stepping stone or a stumbling block. The choice is yours.
97. **Always be on the lookout for opportunity.** It mightn't always be apparent. In fact, opportunity is usually dressed in work clothes, which is why so many people overlook it.
98. **Plan ahead for the second, third and subsequent sales.** Statistically, there is a very high chance that the customer will buy from you again... and very soon after the initial purchase. Be there.
99. **Always deliver more than your customers expect...** the day before it's due.
100. **Rule 100 is one of the most important: Have fun and be passionate about what you are doing!** A passionate, zestful approach is contagious... it results in time passing faster, it results in sales, it results in tremendous personal satisfaction.