



104 sales tips you can use NOW for immediate results. This book has all vital information for salespeople, sales managers, solo professional practitioners or business owners who must sell --- even if you don't like to. Simple and advanced concepts every person can identify with. Ideas will encourage you and open your mind with skills for success.

Sales Skills for An Unfair Advantage
104 Sales Tips for People in a Hurry
Copyright 2005

Patricia Weber, <http://www.prostrategies.com>

Every tip has a “nugget” for someone. You only need to find the “nugget” for you. **Here are the first 28 of the 104 sales tips** for people in a hurry as a thank you for contacting me via my website!

1. Selling is like flying an airplane.

Queasy about selling? Selling is like flying an airplane. If you’ve either piloted or flown in a plane, you know this. First you file a flight plan. Then you use your observation skills, handle turbulence when it comes up, and take off and land feeling good about the flight.

2. Learn to sell.

Salespeople are not born. Selling is a process — a learned process. Read about it, listen to audio cassettes, watch videos, attend seminars, observe successful salespeople, hire a sales coach. Learn about skills involved in the process of selling.

3. Focus on helping the customer solve his/her problem.

As a former sales manager, I strongly believe in sales goals for salespeople. Having goals gives fuel to the work of selling and strength to time management. And our intentions of helping the customer solve a problem accelerates the actualization of goals.

4. Sell assumptively.

Commit to an attitude of assumptive selling. A car salesperson assumes that if you go into a car showroom, you are going to buy a car. That’s why you visited. An appliance salesperson assumes you are going to buy a refrigerator. That’s why you came in. If you develop an attitude of assuming your customer will buy, it helps to propel you to do the right things at the right time during the selling process.

5. Accept the bad news and the good news about selling.

The bad news is it’s a numbers game. The bad news is you get a lot of rejection and you face so many objections. The good news is that it is a game and the more you play it, the better you become and the better salesperson you become.

6. Change your words according to what you think and believe selling is. Make it easy on yourself. The words we use are a major influence on our beliefs and behaviors. Instead of working to get the sale, help your customer to buy.

7. ABC — Always Be Chatting.

How do you know where you will meet your next customer or someone who can refer you? You don't always! Be prepared to strike up a conversation just waiting in line, standing in an elevator. One conversation leads to another, and some conversations can lead to your next customer. On average, every person knows almost 200 people. When you tell one person about your business, you could be setting the stage to influence another 200.

8. Use your customer's compliments and praises to promote yourself.

If you use other people's words to say that you are ... it's more effective than if you say it.

9. Value your DAWN time.

While conversing with prospective clients, quickly find out if they have Dollars, Authority, Willingness and Need for what you offer. This maximizes your selling time and minimizes your wasting time.

10. Sell during the golden hours.

Telephone calls, appointments, and presentations usually are best scheduled in prime time of 8am to 5pm. Leave the time before and after for administrative work.

11. Stand up to those uncertainties.

When you are making a telephone call to find new buyers or resolve a complaint, stand up! You will find your energy level lift and that you are not on the telephone as long.

12. Customers and prospects can "hear" your smile, or lack of it, through the telephone.

When the telephone rings, put a smile on your face before answering. Your smile is felt, heard and reciprocated.

13. Be prepared.

If you are selling in the large or major account arena, the Fortune 2000 for example, telephone ahead for an annual report before you have that introductory appointment. Then familiarize yourself with the company by reading about it.

14. Learn all you can about your customer.

Follow the news. Attend civic and professional organization meetings and listen to the discussions. Be curious and ask questions about your customers' business success.

15. Goal setting.

Whatever aspect of the sales process you want to improve, set a 10% to 25% higher goal. If you are making 60 telephone calls a week this year, then aim for 66 to 75 calls next year. If you are scheduling 10 appointments a week this year, go for 11 to 12 appointments next year.

16. Seize the opportunity.

When someone calls you, or if you are in retail, you are being given an opportunity. Hold on to it and then take it!

17. Never underestimate the secretary or administrative person!

This is your strongest or your weakest link to having a door open for you. Always treat this person with the highest regard. Show them appreciation. They can be your strongest ally in helping you speak with the person who has the buying decision, or else they can be the heaviest iron door you've ever tried to open.

18. Make the first 30 seconds count.

You never get a second chance to make a first impression. And in those first 30 seconds you are communicating who and what you are.

19. The sweetest sound ever heard.

What Dale Carnegie proposed as early as the 1950's is still true today. "A man's name is to him the sweetest and most important sound in any language," from *How to Win Friends and Influence People*. Remembering someone's name is a compliment.

20. Dress for success.

You invested in a wonderfully tailored suit. And that's appropriate dress for some clients. But when you're calling on a family-owned business where every day is casual dress day, you can hurt your chances for building rapport, trust, or any future business. Dress like your customers. Don't show off.

21. Go beyond dress.

A number of things go into making a good first impression how you dress, the car you drive, how you stand, a number of body language messages. Use all these to communicate your professionalism.

22. Does one size fit all?

In the sales process, all customers tend to buy differently. Adjust the way you sell to the way the customer buys. Don't treat all customers alike. Learn about behavioral or personality styles.

23. How many different sizes?

One aspect of psychology refers to sensory patterns. In which particular sensory mode is a person more likely to think? According to neurolinguistic psychology, the most frequent sensory modes occurring in American culture are visual, auditory and kinesthetic. Learn to assess the preferred mode of your customer, and you have an indicator of how best to prepare your presentation for them.

24. Maybe you should dazzle their eyes.

If someone has a visual mode preference, they naturally prefer to see things. They'll want proposals with charts, graphs, pictures; and faxes instead of telephone calls; and eye contact.

25. Or maybe your presentation should be like music to their ears. The person who understands best in the auditory mode normally prefers discussions and responds to voice mail. He or she gives particular attention to your rate of speech, and to the tone and the volume of your voice.

26. And if they say, "Let's touch base later," then you have another clue!

This expression alone, although it can't make you Sherlock Holmes, is a wonderful clue! Some people process information in a way that touches their feelings. What they are sensing most is what their gut feeling tells them. How does your body language express your ideas, and what does your handshake feel like?

27. Never prejudge.

When I worked in a computer retail store, a shabbily-dressed paralyzed man in a wheelchair was being assisted by an overweight, disheveled woman. The salesman and I on duty flipped a coin. He lost. Actually he won! The couple had \$5,000 in cash for the computer they wanted to buy. And they spent it there and then.

28. Eyeball to eyeball.

Eye contact conveys concern, interest, attention and numerous positive things. In general, use more of it than less, without staring at someone.

Whether you are in sales, a small business owner or an independent professional, you may want to consider my coaching services to help you achieve your objectives faster. Whether you want to find out why you aren't at the top of your game or how you can get what you really want from your current situation, here's an overview of my in-focus fast coaching for you to consider.

- Complimentary:
 - 30 minute individual coaching session
 - 30 minute group coaching session
- Jump Start (or Tune Up)- all sessions are 50 minutes:
 - One individual session per month, \$200.00 includes
 - Follow up email support
 - Membership website benefits for one month (coming fall 2005!)
 - discount on email courses,
 - growing library of articles (get links to other authors),
 - worksheets,
 - assessments
 - real audio files of previous teleclasses
 - One month of group coaching – 3 sessions, \$200.00 per person (group size limited to 7 people) includes
 - Membership website benefits for one month (coming fall 2005!)
- Step Up:
 - 3 individual sessions per month, \$600.00 includes
 - DiSC assessment
 - membership website benefits for 3 months
 - unlimited email support
 - one monthly teleclass
 - 2 months of 2 group sessions, \$400 per person includes
 - membership website benefits for 3 months
- Dive In:
 - 6 sessions in two months, \$1,000 - same add-ons as Step Up
 - plus in-between session telephone support
 - 3 months of 2 group sessions, \$600 per person
 - membership website benefits for 3 months
 - one individual coaching session for each member of the group once a month
 - unlimited email support
 - one monthly teleclass

If any of these offerings change in any way, I will let you know/ Thank you for your subscription to my online newsletter.

Copyright 2005 Patricia Weber is the busy professional's coach. She collaborates on ideas and provides personalized teaching for salespeople, small business owners and solo practitioners so that they can accomplish their desired results of a particular current goal or eliminate a problem in a short burst of time. If you would like to know more about her coaching, email at <mailto:pweber@prostrategies.com>. Visit her website at <http://www.prostrategies.com/> for free articles and to contact about a free coaching session.