



5 tips to help you clinch more sales

1. Offer Alternatives

If your proposal has only one option it's very easy for someone to say no to it. Three options offers a choice and significantly increases your chance of gaining an order. The three need to be similar but with variations which could be based on a number of factors including quantities, timings, price levels, level of back up service, etc... Try it - it does work.

2. Clarify and summarise

Throughout the sales proposal continually clarify and summarise what has been said. 'Just so I've got this right are you saying that at this stage product A is of more interest to you than Product B?' 'Am I right in thinking you are looking for a two day a week rather than a three day a week service?' Too many sales conversations end in assumptions being made that turn out not to be right. Keep clarifying so both parties know where they are.

3. Don't interrupt - do listen

Most of us are serial interrupters. We can't help ourselves when someone is talking - we just have an urge to butt in and either finish their sentence or provide an answer before it is being asked for. If your potential customer or your colleague is talking resist the temptation to interrupt. Instead listen carefully to what is being said.

4. Ask for the order and then SHUT UP!

Silence is golden. So what happens when a sales person ask's for an order? If the buyer doesn't speak within a couple of nano seconds the sales person starts talking - usually going back over the benefits. And what happens? The moment is lost and often so is the order. Give the buyer time to think and respond. It's not easy to do but it will be worth it.

5. Don't go racing to a No

This idea comes from sales guru Brian Burns. The concept is simple. Don't rattle off your entire sales pitch as quick as you can without asking any questions or trying to engage in a conversation with your potential customer. All you are doing is encouraging the buyer to say No. Take your time and go slowly to a Yes.

If your sales team would like more sales ideas and a re-energising of their sales effort please get in touch with me, Trevor Lee, on 07785 390717 or email me via trevor@trevorleemedia.co.uk.