

10 Keys to Sales Success.

Running a business is easy compared to the act of selling. You started your business to deliver a superior product, not to become a salesperson. None-the-less you must master the art of selling or risk losing your business.

To succeed you need a sales plan which must lay out your objectives, target audience, tactics and projected income for the year.

A sales plan describes how to make your business goals happen. Marketing and sales alignment is critical for the success of your sales plan.

Successfully selling to customers is a process that involves:

- Building relationships and trust
- Uncovering customer needs
- Matching products and services to those needs
- Communicating the benefits of your products and services
- Persuading your customer to purchase
- Delivering customer needs

Focus on Results. The fastest way to increase sales is to ask yourself “Is what I am doing right now leading to a sale?” If the answer is “no,” then stop what you are doing and get back to prospecting, presenting and closing.

The hardest obstacle you have to overcome when making a sale is gaining the trust of a new customer. On the other hand, if you've already sold something and the customer likes your product, chances are they will buy more from you.

It just makes sense to increasing the transaction value first and then to increase the number of times a customer buys from you.

Maximize what you already have first. Start with the above two options and then focus on your conversion ratio, and lastly on new leads and customers.

1. Sales is built on Credibility, Connection and Confidence

- Clients ask themselves: Who are you? Can I trust you – Credibility
- Then they ask: Do I like you? Can we work together? – Connection
- Do he believe in Himself and the product he sell? – Confidence

2. Define the benefits to the customer. You need to find the clients pain and to come up with a cure by answering their question, “What is in it for me?”

3. Set goals for each step of your sales process. Create an outline to get you from an inquiry to a sale. Do you know what you want the customer to do at every step of the process? Tweak your scripts until it is perfect.

4. **Develop a powerful USP.** What is the one benefit your customer get, that they can't get from a competitor? Find it and enthusiastically display it.
5. **Know your Customers.** Understand the needs of the customer and give them exactly what they want. It's your job to take care of your customers
6. **Give a Sensational Offer with a Powerful Promise.** What bonus could we offer to sweeten the deal? The biggest secret to success in business is to always maintain a competitive advantage in everything you do. Always remove the risk to do business with you.
7. **Sell value and not price:** Think of your products or services as a bundle of features and benefits and convey the value to your customers. People buy solutions to problems. People buy benefits. People buy value.
8. **Up-sell your products or services:** Sell more than one version, a lower budget version and a higher quality item. This means selling a more advanced version of your product which is obviously more expensive.
9. **Cross selling or add on sales:** Sell your current customers something new that promotes and compliments your brand.
10. **Keep your customers inform:** Keep your customers inform about the products you sell by sending them mail and special offers. Use the phone and make your communication as personal as possible.

Take actions. The biggest reason sales people fail is because of limited or the wrong action. Always monitor what you do and then review and improve.

People don't buy from you because you contact the wrong people or their motivation to buy from you is not strong enough.

People will not buy from you if the Price does not reflect the Quality and Expert Service you sell. Remember to add urgency and a deadline.

Don't just sell, help. People buy from people they know and trust. You and your brand needs to portray that experience to them.

The more relationships you build, the more customers you have, and the more sales you make. Happy selling and never give up.

Our greatest weakness lies in giving up.

The most certain way to succeed is always to try just one more time

-Thomas Edison