

4 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, tactics, target audience 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

The 4 keys to sales success is Prospecting, Presenting, Closing and lastly to retain as many customers as you can

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.

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**