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tips for sales success

1. Be sales-led

Sales-led businesses always ask 'how can we make money from this idea'? Everyone is in sales from the telephone receptionist to the customer support person so make sure they understand the role they can play in driving sales success.

2. Have a plan

Before you start trying to sell anything to anyone, develop a Go to Market Plan. Keep it simple and focus on what you want to achieve. Also make it realistic and achievable.

3. Be an expert

Understand the key factors that impact your prospects, their business drivers and what is going on in their Industry. Know your products and how they help your buyers address their issues.

4. Know your buyer

Knowing who you sell to means you can deliver the right messages to arouse interest. This optimises your marketing spend and increases the probability of success.

5. Sell what they need

NOT what you just happen to have available to sell. A 'want' is a desire but a need is something with more urgency that they must address. Needs generally have more commitment than a want.

6. Be different

Most markets are crowded and competitive so tell your buyers why you are different. Clearly describe your Value and why you are the best choice to solve their problems.

7. Sell value

Don't sell on price - any fool can discount. Sell on the added value your offering delivers. Understand why they need to buy and demonstrate your value.

8. Solve problems

Selling is Problem Solving and people buy because they have to fulfill a need - to solve a problem or achieve an opportunity. Understand the problem and help the buyer solve it.

9. Winning attitude

To win business you must be better than your competitors. And outperforming the competition requires tenacity, determination and a burning will to win.

10. Celebrate success

This is important because it recognises outstanding achievement. This in turn builds a culture of achievement that separates the great businesses from the also rans.