



Positive Momentum

energy engagement edge



Quick Tips : Sales

Customers couldn't give a toss about your proposition!

How to really persuade customers to buy from you

- 1 However great what you do is, resist the urge to bang on about it too early. Remember that clients are fundamentally interested in themselves and their success.
- 2 Ask the customer expansive questions about the past, present and future of their business and work to broaden the conversation beyond those areas that directly relate to what you sell. This establishes your credibility as a business equal rather than 'just' a salesperson.
- 3 The following areas are normally a good basis for a business discussion – top customers, top suppliers, top competitors and top business concerns.
- 4 Develop the skill of being more interested than interesting by asking BGQ's (Bloody Good Questions). These thoughtful and incisive questions give the customer pause for thought and further builds your credibility. Use your experience from other clients as a basis for these questions.
- 5 Learn how to make extensive notes while still maintaining effective eye contact. Asterix or circle key points you want to come back to.
- 6 Be patient and don't pounce on the first opportunity you see to close the sale. Don't confuse a vague issue with their current supplier with a 'buying signal' (whatever those are!). Instead build up a series of reasons that you will return to in order to develop a compelling 'case' for purchasing your products and services.
- 7 Focus on the customers ambitions and how you will help get them there, resisting the urge to dwell on and exaggerate the problems of the past as a misguided way of getting them to think badly of a current supplier. This is an old fashioned style and customers spot it a mile off. "Do business with us because we are the best" is a better argument than "do business with us because we are not as bad as them"!
- 8 For larger sales where it is obvious that they would not be making a decision at the first meeting consider only telling the customer a very little about what you might be able to do and instead explain you need to consult with colleagues to come up with the right proposal. This creates intrigue and urgency for a second meeting.
- 9 When preparing a proposal or customer presentation start with a blank sheet of paper and not a previous proposal or presentation that you cut and paste. By all means do this later but START with a blank sheet and consider what would work best for this particular customer.
- 10 Begin any proposal or presentation with your understanding of the client situation and particular needs. The more you can re-play their actual words and phrases the better.
- 11 When explaining your product or service connect every element to something that the customer has told you about themselves. If you are unable to do this for a particular element you have either failed to ask enough questions or it is of no interest to the customer.

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Contact us to find out how we can help you

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We look forward to hearing from you.

You just can't stop momentum...

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