



Positive Momentum

energy engagement edge



Quick Tips : Sales

People buy from people... that they don't think are jerks!

Being brilliant at the first five minutes of an appointment

- 1 Don't be an idiot and be late. Always allow more time than you need. Customers have grown used to salespeople being late but none of them like it!
- 2 Look like you mean business and consider how the people you are visiting will be dressed. Whether we like it or not we judge others by their appearance so make sure you're grooming, make-up, clothes, shoes and accessories are up to scratch. Worry less about what you consider stylish and more about impressing those you will be seeing.
- 3 Turn your phone/email device OFF (not just silent) at least 30 minutes before the appointment. Get focussed on the appointment not distracted by events you can't control.
- 4 Don't sit down in reception and when they arrive greet the customer positively and confidently with a firm handshake and a cheerful smile.
- 5 Don't get drawn into negative initial 'chats' about the weather, travel, sport or state of the economy – don't be a jester either, just keep things on a reasonably positive keel.
- 6 If there is an opportunity consider carefully where you sit relative to the customer. Across the corner of a table at a 45 degree angle is optimal whereas directly across a table is least effective.
- 7 Keep a smart notebook and decent pen and turn to the page where you made a few initial notes before the meeting.
- 8 Get the customer talking about themselves as quickly as possible and avoid talking about you and what your company does to begin with. The massive risk here is that the customer can then make assumptions about what you can or can't do for them before you have had time to work that out. Remember – be more interested than interesting.

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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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