

Wisdom for Wednesday

Positive messages for daily living. Pass on the good feeling – forward this to your clients so they can reap the benefits as well.

Knowledge is Survival / Information is Power

Telling it how it is

Face facts: you are a salesperson. If you don't like the inference and prefer to call yourself: Consultant, Representative, Manager, Broker or Agent, then it's time to realise that if you are in business you are in sales. Treating everyone you come into contact with (internally or externally) as if they were a valued customer gets results and keeps everyone happy.

It is essential to quantify your clients

Determine what they want. Ask open-ended questions and listen carefully to their response. Good sales people sell solutions. Be sure to jot down their name immediately and then use it.

What your customers want

Service: prompt, efficient, timely, informed and professional.

Quality: in terms of your service and product.

Value for money: which is not always the cheapest. Determine their wants and needs first.

Always know the competition

Unless you know what everyone else in your field has to offer you will be stumped when clients query differences in costing. Learn the differences and find a niche.

Your greatest competition: wholesale / direct selling

Wholesale: Price is not everything – people are prepared to pay for service and follow-up.

Direct Selling / Internet: There is no comeback if goods or services are faulty. Concentrate on what you offer that is over and above and the fact that you are a real person not just a voice on the end of a phone or an address. Or, if you can, offer a similar service and do it better.

Your opportunities

Delivering what the competition can't: your superior knowledge and expertise; your preparedness to source information and go the extra mile.

Adding value: upsell. Research similar products, complementary add-ons, or goods. Knowing your product enables you to provide depth of service, quality and added value.

Get automated fast: Learn to search the internet for information so you know what you are selling. Study features and benefits and promote the benefits.

Develop a niche market: Consider areas and subjects you are personally interested in or look for one that has potential for growth. Become the guru in your area of expertise.

Consider niche products: Less commercial; more unique and interesting; more adaptable to individual needs - can be customised.

Attitude – attitude is everything

You may not be the best sales person, the best looking, have the best personality, but if you have confidence in yourself, your knowledge and your product, then your attitude will come across as professional and credible. People will want to deal with you.

Everyone is a prospect

Talk to people. Introduce yourself – get names, cards, show interest in what they do. Develop a simple script that summarises who you are and what you do (Elevator Pitch) AND USE IT.

Lynette Davies