



10 tips to increase sales

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1 Product Knowledge/ Company Knowledge

Learn all you can about your company, it's philosophy, it's products and services. The more you know, the greater the chances for sales success.

2 Greeting and Rapport

You don't get a second chance to make a first impression. A simple, sincere greeting will reveal that you are prepared and professional. Next time you meet your customers, establish a proper rapport. But never force it; let it flow naturally.

3 Determine Customer Needs

Find out if your company's services meet your customer's needs. Understand your customer's expectations and, if possible, get them to discuss their budget.

4 Features and Benefits

You must be able to demonstrate exactly how your product or service will fit your customer's needs. Directly link the most appropriate features of your products and services to your customer's immediate needs.

5 Overcoming Objections

"Your price is too high," "I need some time to think about it." Objections are part of every-day selling. Never react. Instead, see objections as an opportunity to showcase your product or service.

6 Closing

Customers don't close themselves. That's your job. If you encounter doubt or hesitation, determine the reason and address it quickly.

7 Add-On Sales

Add-on sales will increase your business by as much as 20 percent and give customers new incentives to buy from you and remain loyal. They will create new business and referrals. All you have to do is be consistent with this tool.

8 Reaffirming the Sale

Customers always have second thoughts once they've decided to purchase something. Even before customers leave your presence, it's important to make sure you support their purchase unequivocally.

9 Turning Over

Few people in business realize the value of "turning over"—asking the assistance of another sales associate who may be better suited to close a sale. This is also referred to as "team selling," and can reinforce to your customer that they have made the right decision.

10 Handling Difficult Customers

Professional salespersons recognize that a complaint can provide an opportunity. Following up on an issue will make a difference and show customers that you care about them.

"In sales, preparation and practice really does make a difference."

– Marvin Montgomery
(The Marvinizer)

Marvin Montgomery is an experienced motivational speaker and professional sales training specialist who has assisted hundreds of organizations improve their productivity for over 30 years. Marvin can customize a talk or training program to fit your sales objectives and can bring them on-site to your organization. For more information, please contact Marvin Montgomery at [216-509-0281](tel:216-509-0281) or salesdoctor@marvinmontgomery.com