

smarter selling

Stop talking and start listening!

50

SALES TIPS

be successful



STOP TALKING AND START LISTENING.

- 1 PLAN:** What's your plan for the year? Which of your current clients will affect your bottom line? Make sure you are having conversations with them about how you can assist their business next year. (You can expect your competitors to be having those conversations!)
- 2 APPROACH:** What's your plan to approach your target clients? Is your approach focused on you, about your company and your service, or about them and how your solution can help them? (Hint: if it's about them you'll sell more stuff!)
- 3 CREATIVE:** exercise that creative muscle. Travel to work a different way. Play memory games, in fact just 'play' more. These things assists in expanding your creativity, breaking out of the default usual solution you will put to your clients.
- 4 OBSERVE:** Have your eyes and ears open. EVERYTHING the client says and does is information. And I mean everything. You can observe what motivates them, how they process information, how they operate. Actually if you arrive early and can truly have awareness the deal is already done.
- 5 TRUST:** How is trust built? Each client has a different measurement for trust. In general, common ones are: great rapport; reliability; consistency; showing an interest in and then understanding your clients business.
- 6 STOP TALKING AND START LISTENING:** You should be observing, listening and inquisitive about your client's business. 90% listening and maximum 10% talking. You putting forward your solution should only be done when you know everything. This is how you align.
- 7 PERCEPTION IS PROJECTION:** You better be sold on your product/service/ solution. The same way as a dog smells fear, your client senses when someone doesn't believe in his or her product behind that fake smile. What you really think oozes out of every pore.



IF YOU ASK INTELLIGENT QUESTIONS, THE CLIENT THINKS YOU HAVE INTELLIGENT ANSWERS.

8

BE GRATEFUL: Yes, you are in a job that is one of the best careers in the world. The skills you learn daily set you up with major life skills. Tenacity and creativity. You're probably reading this in comfort, which more than 99% of the world doesn't have and is beyond their pipe dreams.

9

QUESTIONS: Do you default to the same questions without much thought? Are you assuming what they will answer? Polish up your questioning and you separate yourself from any competitor. It's the one clearest way of doing so. If you ask intelligent questions, the client thinks you have intelligent answers!

10

ORGANISED: If you are not naturally organised then hang around someone that is. (Don't negatively judge them, if it's pushing your buttons then the lesson for today is acceptance). See how they operate.

11

LESSONS: What did you learn today? How could you do that call better? If you haven't taken a moment to reflect and learn then you have missed the lesson. (And if you jump on defensive then this is the best lesson you will have learnt today).

12

FOCUS: Ensure you focus on what you want in the future, from your territory, client, job, and whatever else you want. (i.e. not what you don't want). Where focus goes, energy flows.

13

GUT INSTINCT: Go with gut instinct. It's right. Give yourself the best training on how your unconscious mind works through a powerful NLP Course. (Our team know NLP teachers worldwide; email us for someone close to you). (Watch Limitless, starring Bradley Cooper for a small insight - or Derren Brown the UK Mentalist).

14

PRESENTING: Hone your presenting skills by learning how to present your solution effectively, with influence and confidence.



**RECOGNISE
YOUR BEST TIME
OF THE DAY.
MILK THAT TIME.**

15

YOUR CLIENTS: Know your clients, their issues, challenges and concerns. Ask them on every visit what they are doing. You need to be a step ahead in order to help them. Never assume you know what's going on based on a conversation a month ago... things change.

16

PRODUCT KNOWLEDGE: Know your product/service/solution and also further than that, what space your company is moving into. Where else could your products help your clients. Understand where you can be creative.

17

COMPETITION: What are your competitors doing? Where are they helping? What type of business are they picking up, excelling at, and moving into? Why?

18

MODELLING: Get in your sights a successful sales person whose behaviour is worth modelling. Copy them. (Look around your office, YouTube, books ... anywhere.) Find someone that is a model of excellence then set the wheels in motion for yourself. Be a 'model of excellence'.

19

GET MOVING: Just take action. In studying what successful people do, this is right up there in the top 3 of what they do. Basically they just get on and do stuff!

20

NEGOTIATION: learn some key lessons in negotiation. Here's one tip to get you in the mood. The client needs to be sold on your solution first.

21

WORK SMART: Recognise your best time of the day. Milk that time. Get your hardest, most challenging stuff channelled into that time.



**DURING STRESS TIMES SMILE.
DURING GREAT TIMES SMILE.
GIVE AWAY A FEW SMILES
TO STRANGERS.**



22

BE PROACTIVE: Clients love reps that are thinking about how they can assist their business. Be one of those reps – creative and proactive.

23

JOBS WORTH: If you are a jobs worth or employ a jobs worth. Manage them out. Don't have time for that.

24

MANAGERS: If you are a sales manager, get to know how your team ticks. Knowing that sentence 'xxxxx' massively motivates Sarah and the exact same sentence destroys John. (Learn some advanced skills like "NLP: Meta Programs and Strategies" to be the best in the world at knowing how people operate.)

25

CAUSE > EFFECT: Be at the 'Cause' end of everything. And I mean EVERYTHING. No more excuses. Take responsibility for your health, wellbeing, territory, clients, and sales. Don't be like the other 99.9999% of people who are at the 'Effect' end, blaming this or that with plenty of reasons why. In NLP we say there are either results or reasons (excuses).

26

NEGATIVITY: Negativity breeds like rotten apples. Learn skills to 'detach' from a negative colleague. If it's you being negative then stop yourself when you find yourself having a whine. Every situation carries a lesson. Move your focus on to how great it is that you are learning a lesson.

27

SMILE: During stress times smile. During great times smile. Give away a few smiles to strangers.

28

GRACIOUS: Give time to those that need to be treated like another human being. The person at work that's a bit 'different', those in the street that are not the same as you, a homeless person. In another flick of luck that person could have been you. (In fact, you are them but that's another blog!)

**MINDSET: THIS DETERMINES YOUR SUCCESS.
LEARN TOOLS TO ENHANCE A POSITIVE,
WINNING MINDSET.**



29 **OBJECTIONS:** Learn how to handle objections. From clients, colleagues and partners. First, accept that you are better off hearing what they think than not hearing at all (as they are still thinking it regardless!). Second, if it pushes buttons, there's an ounce of truth in it. Man up. Listen. Learn.

30 **PROFIT:** 80/20 Who are the 20% of clients that will affect your bottom line? Who are the 20% of your current clients that you need to service well? Put their names up on the wall! Be so aware of where your efforts need to go.

31 **BUSINESS DEVELOPMENT:** Start from the premise that you have a product, service, solution that can help client 'x' and if you don't call them you are doing them a disservice!

32 **YOU:** Invest in yourself. Want 2017 to be the best year yet? Well you are already on the right path by reading this. Take time to learn - by modelling great examples around you and from documentaries, books and courses.

33 **MINDSET:** This determines your success. Learn tools to enhance a positive, winning mindset. If there's one thing in your life to do - this is it. You will thank yourself 1,000 times over. Success is a mindset.

34 **MEETINGS:** Give them a purpose, have an outcome.

35 **CHALLENGING PEOPLE:** Your colleague that winds you up, your boss that doesn't understand. Let it wash over you and then ask yourself what lesson is there to learn from this. What are you projecting onto them that they have to play it back to you?

36 **REFRAMING:** Learn reframing. It's up there as one of the most powerful Sales techniques that assists a client in willingly understanding your solution.



AIM HIGH! WHEN YOU CHASE
YOUR DREAM, YOU ARE ALLOWING
OTHERS TO CHASE THEIRS.

37

VALUE: How does your client measure value? Don't assume every client measures it the same way.

38

RESULTS: You are a result of all the decisions you took up to this point. That's great because you can decide right now on every action you take.

39

FEAR AND LIMITING BELIEFS: once you get yourself out of the way of your amazing self, you will fly. Don't feed yourself someone else's limiting beliefs about you. We are meant to recognise and utilise our amazing skills. The graveyard is full of dreams never realised. All due to fear. Learn how to step through that and into the future that's meant for you.

40

HOW DO YOU COMMUNICATE TO YOURSELF?

Communications to others and yourself are important. The L of NLP is Language and that's the language you use to others and more importantly the language you use to yourself. Every thought is a message to your unconscious mind. Nurture, love, cherish, support yourself. Use encouraging words.

41

COMMUNICATION TO YOUR CLIENTS: Is your interaction meaningful and relevant?

42

AIM HIGH! When you chase your dream, you are allowing others to chase theirs.

43

COMFORT ZONE: Growth comes from that place called 'uncharted territory'. Zero growth comes from playing it safe. Frankly, it's impossible to be 'safe' and 'successful'.



WHAT I NEED IS THIS
AND THAT AND THIS...

OH THAT MUST
MEAN HE WANTS
THIS...

DO YOU REALLY LISTEN?

44

LISTENING: Do you really listen? Even if you heard the right words - what was the person implying? Also, when you feed your solution to the client - make sure it's relevant, concise and clear. Our cup gets full after 7 bits of new information.

45

MANAGING CLIENTS' EXPECTATIONS: How do you look after your clients? Knowing how each client expects to be looked after ensures longevity, loyalty and repeat business. It's the little things that make people crack - so if John expects you to explain everything in minute details and Sarah wants just the top line - then you need to know. Hint: how they operate is usually a mirror of how they want you to.

46

RAPPORT: Have you noticed how some people you just get on with and others you don't? Take a course in how to build rapport in less than 10 seconds without saying anything (unashamed plug for our courses!).

47

THEY'RE SOLD! Recognise when your client is sold and be quiet! They are (usually in their head) convincing themselves as to why they should go ahead ... you saying something is just interrupting this thought process! Many sales are lost due to the fact that the sales person is still trying to 'persuade' when the client is actually sold!

48

NEXT STEP: Remove the word 'close' and think of it as 'the next step' as you want a continuous relationship with each customer. Even if it's a one off product or service, you want them to rave about it and tell others. So it's not so much a 'close' but actually, when someone moves into buying, I see it as a 'beginning'.

49

BELIEFS: Consider what you value - usually it's so unconscious. For example if your belief is that you are not worthy of being successful, you're not worthy of earning a lot. Free yourself of these limitations. You probably have bought into someone else's limitations - you adopted their limiting beliefs. Don't!

50

SALES IS ALL IN YOUR HEAD! Ensure the quality of what 'goes in' is feeding you. Emotionally, intelligently, spiritually, psychologically. Let go of all that doesn't serve you. Invest in understanding how to control your thoughts (don't be a prisoner of your thoughts - you are in control, not the other way around) because this is the direct correlation between you and success.

smarter selling

Stop talking and start listening!

50 SALES TIPS

Brought to you by Charmaine Keegan from Smarter Selling. Charmaine is a sales trainer and speaker both in Australia and internationally.

To find out about our Powerful Practical Sales workshops where you will learn in-depth tips, assisting you in growing your business fast

[CLICK HERE](#)

Sydney: 02 9188 5253
Melbourne: 03 9088 3382
info@smarterselling.com.au
smarterselling.com.au