

50 SALES TIPS  
FOR  
**HIGH**  
**PERFORMING**  
**SALES**  
**PEOPLE**

Success is a mindset

smarter selling  
stop talking and start listening!



## Stop talking and start listening

### 50 TRIED AND TESTED TIPS FOR SALES MASTERY

Are you motivated to achieve your best each and every day? At Smarter Selling we believe the path to sales mastery is based on a philosophy of lifelong learning. No matter where you are in your sales career there are always opportunities to grow and evolve your skills.

Here are our 50 top tips to help you create more opportunities, enhance your performance, exceed your targets and generate more profits for your business. Keep these handy for more ways to increase your skills. [Check out our world class sales training programs.](#)

The tips cover 10 areas:

Business Development

Exploration: Questions

Mindset

Reflection

Observe and Adapt

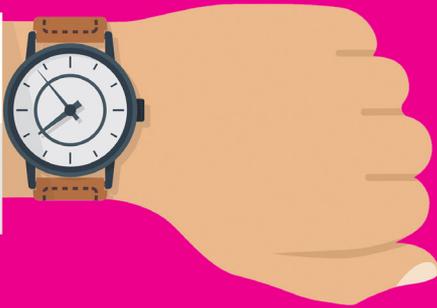
Presenting

Negotiation

Product Knowledge

Self Knowledge

Meta Programs: What Motivates People



**Work smart. Recognise  
your best time of the day.  
Milk that time.**

## BUSINESS DEVELOPMENT

### 1. WORK SMART

Recognise your best time of the day. Milk that time. Get your hardest, most challenging activities channelled into that time.

### 2. BE CONSISTENT

Carve out time EVERY day to look for new opportunities for current clients and approaching prospects.

### 3. TAKE ACTION

Just get moving. In studying what successful people do, this is right up there in the top 3. Very simply, they just get on and do stuff!

### 4. PLAN

What's your plan to approach your clients each year? Which of your current clients will have the most positive impact on your bottom line? Ensure you are having conversations with them about how you can assist their business on a regular basis. You can safely assume your competitors are having the same conversations!

### 5. 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 and what they tell you they need - you'll sell more.

## 6. BE CREATIVE

Exercise that creative muscle. Travel to work a different way. Play memory games, in fact just 'play' more. These activities assist in expanding your creativity and breaking out of your default/usual solution you put forward to your clients.

## 7. GET ORGANISED

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

## 8. BE PROACTIVE

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

## 9. 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 aware of where your efforts need to go.

## 10. HELPING V SELLING

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! Find ways to add value

## 11. DEFINE (AND ADD) VALUE

How does your client measure value? Don't assume every client measures it the same way. Each client is unique so it's up to you to find out what really matters to them.

## EXPLORATION: QUESTIONS

### 12. 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.

### 13. STOP TALKING AND START LISTENING

You should be observing, listening and inquisitive about your client's business. 90% listening and maximum 10% talking. The solution you put forward should only be done when you know everything. This is how you align with clients.

### 14. PERCEPTION IS PROJECTION

You must be sold on your own product/service/ solution. The same way as a dog smells fear, your client senses when someone doesn't believe in their product behind that forced smile. What you really think oozes out of every pore.



**If you ask intelligent questions,  
the client thinks you have  
intelligent answers**

### **15. TYPE OF 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 clear way of being ahead of the pack. If you ask intelligent questions, the client will believe you have intelligent answers!

### **16. LISTEN CAREFULLY**

How well do you listen? When you offer your solution to the client - make sure it's relevant, concise and clear - using the client's exact language. Our cup gets full after seven pieces of new information. Even if you heard the right words - what was the person implying?

### **17. KNOW YOUR CLIENTS**

Everything about them - 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 are always changing.

### **18. COMMUNICATION TO YOUR CLIENTS**

Is your interaction meaningful and relevant? Do you have a purpose each time you speak with them?

### **19. 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 already sold!

# MINDSET – GET OUT OF YOUR OWN WAY

## 20. SUCCESS IS A MINDSET

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. Mindset determines your success.

## 21. 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 wildest dreams.

## 22. 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 99.99% 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).

## 23. FOCUS

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

## 24. NEGATIVITY

Negativity spoils 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. Shift your focus on how great it is that you are learning a lesson.

## 25. SMILE

During stressful times smile. During great times smile. Give away a few smiles to strangers. A smile suggests you are in a positive frame of mind.

## 26. BE GRACIOUS

Give time to those that are different or annoying. They need to be respected like a 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 a subject for a blog!)

## 27. GROWTH MINDSET

Invest in yourself. Do you want this month, this quarter, this year to be your best yet? Well, you are already on the right path by reading this and learning some new tips. Take time to learn – by modelling great examples around you and from documentaries, books and courses.

### **28. 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?

### **29. 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 because this is the direct correlation between you and success. Don't be a prisoner of your thoughts – you are in control, not the other way around.

### **30. AIM HIGH!**

When you chase your dream, you allow others to chase theirs.

### **31. COMFORT ZONE**

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

### **32. RESULTS**

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

### **33. 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.

## **REFLECTION**

### **34. DAILY REFLECTION**

What lessons did you learn today? How could you have done that call better? If you haven't taken a moment to reflect and learn then you have missed the lesson. If you jump to the defensive, this is the best lesson you will have learnt today.

## **OBSERVE AND ADAPT**

### **35. OBSERVE**

Keep your eyes and ears open. EVERYTHING the client says and does is critical 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. This informs the whole Smarter Selling Philosophy.

### 36. GUT INSTINCT/UNCONSCIOUS MIND

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 details on someone close to you. Watch '*Limitless*', starring Bradley Cooper for a small insight or Derren Brown the UK Mentalist).

### 37. RAPPORT

Have you noticed how some people you just "get on with" and others you don't? Take a course (one of ours!) in how to build rapport in less than 10 seconds without saying a word!

### 38. 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 operate with them.

### 39. MODELLING

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

## PRESENTING

### 40. PRESENTING

Hone your presentation skills by learning how to present your solution effectively, with influence and confidence. Prepare, have a purpose and practice, practice, practice (at least 7 times).

### 41. MEETINGS

Give them a purpose, have a plan and an outcome.

### 42. REFRAMING

Learn reframing. It's up there as one of the most powerful sales techniques to assist a client to willingly understand your solution. It can be used in any part of the sales process in questioning, welcoming objections and in the sale. We cover this in our 2 day Sales Accelerator sales training course.

### 43. NEXT STEP

Remove the word 'close' and think of it as 'the opening/ the next step'. 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'.



Learn how to welcome, not manage objections... if it pushes your buttons, there's probably an ounce of truth in it. Step up. Listen. Learn.

## NEGOTIATION

### 44. COMPETITION

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

### 45. ENSURE THEY ARE SOLD

The client needs to be sold on your solution BEFORE you negotiate – if you need to negotiate at all.

## OBJECTIONS

### 46. WELCOMING

Learn how to welcome, not 'manage' objections from clients, colleagues and partners. Accept you are better off listening to what they think than not hearing it at all – because they are still thinking it regardless! If it pushes your buttons, there's probably an ounce of truth in it. Step up. Listen. Learn.

## PRODUCT KNOWLEDGE

### 47. UNDERSTANDING 100%

Know your product/service/solution and what space your company is moving into. Where else could your products help your clients? How are your solutions better than your competitors? Understand where you can be creative.

## SELF KNOWLEDGE

### 48. COMMUNICATION WITH SELF

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

### 49. BELIEFS

Consider what you value – usually it's so unconscious. For example, if you believe 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!

## META PROGRAMS: WHAT MOTIVATES PEOPLE

### 50. MANAGERS

If you are a sales manager, get to know how your team ticks. Knowing that particular sentences that are highly motivating to one staff member may be the very same sentence that demotivates another. Learn some advanced skills like "NLP: Meta Programs and Strategies" to be the best in the world at understanding how people operate.

Now is the time to learn more ways to enhance your sales skills and get more business

So you've learned just 50 of the thousands of sales tips we have in our repertoire gained from over 25 years of sales experience. Would you like to learn more tips and in-depth strategies to assist on your path to sales mastery?

Our powerful and practical sales training workshops for lasting change

Charmaine Keegan, Director of Smarter Selling is a sales trainer and international speaker. She will guide you through what over 2000 past attendees have described as the best training they've ever enjoyed. It's training that creates immediate change and enables you to find new levels of high performance on a daily basis.

Contact us today for more details on our sales training courses and enrol soon!

Read more of our sales tips and strategies  
on [LinkedIn](#)

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