

5 SALES SECRETS

THAT WILL

**BLOW
YOUR
MIND**

smarter selling
stop talking and start listening!

We have five secrets to increase your profit immediately

In less than 20 minutes you will have a better relationship with the word 'sales'.

You will enjoy and embrace the sales side of business. You will find prospecting easy. You will be excited to be reaching out to your current customers and they will be tripping over themselves to buy more.

Your life and the relationship you have with the word 'sales' is about to change, forever, starting now.

The 5 Smarter Selling Secrets of Sales

1. Sales = helping
2. Understand your customer
3. Stop talking and start listening
4. Do what others will not do
5. Be in charge of your mindset

As you read each secret, smile as you realise how easy this will be to implement into your everyday. Marvel in its simplicity. Like a wheel, the simple things are the most effective



Secret 1

Sales = helping

Think of it this way, there are people that need something solved. These people may need what you have. If you don't let them know you can help them then you are in fact doing them a disservice!

BE POSITIVE ABOUT YOUR SOLUTION

You need to be 100% certain in your offering as whatever you are feeling you are projecting onto the client. In other words, if you are 90% it will be useful then the best the client will feel is 90% sure.

I'M HERE TO HELP

Start of each day and interaction with the thinking 'I'm here to help xyz' I can't wait to see how I can assist them in this area of xyz.

I NEED TO LET MORE PEOPLE KNOW

Look how my solution can assist them in their lives/work by making them happier, saving money, making money, saving time, creating time.

I'm looking forward to reaching out and assisting people. The more people I can see the more people can benefit

A LIGHT BULB MOMENT FROM AN ATTENDEE AT ONE OF OUR SALES TRAINING WORKSHOPS:

'What I'm really doing is helping people'



Secret 2

Understand your customer

The problem with most people when it comes to sales is they feel they need to SELL AT someone. They don't even know the customer. So, any selling AT them will be a pure guess of which features and benefits to discuss. We call this 'spray and pray' the very reason you are not getting the sale.

STOP TRYING TO SELL!

Stop trying to 'persuade'. It is borderline desperate and needy. People can sniff it a mile off. Move your attention and therefore your focus instead onto 'understanding' your client and how your solution can help them.

ASK QUESTIONS

Questions are the key to understanding them. Gather a arsenal of questions which will keep that client talking about their situation. Open questions (where they have to 'discuss' their needs) are usually winners as they require a full explanation from your client. When you have asked them and they have answered, ask more. Keep asking.

BE INQUISITIVE

This shouldn't be an interview, your questions should be natural expansion of what they are saying, it should be 'explain further, expand on this, walk me through how this works...'. There should be flow. It needs to be obvious why you are asking the question. Your voice and tone are one of interest. So, conduct it all in an inquisitive manner. Be 'on the same side' as them as you do so. Either physically or if you are on the phone then mentally be on the same side.

**THE KEY TO MORE BUSINESS IS
'ASK MORE QUESTIONS'**

Charmaine Keegan, Director & Founder, Smarter Selling



Secret 3

Stop talking and start listening

Your only talking should be asking fantastic questions. 90% of the time the client should be talking. You need to be listening.

BE PRESENT

Have hundreds of questions practiced (in the toilet in the shower, whilst driving – you get the picture) so that when you are with the client you can be truly 'present' and absorbed in what they are saying (and not saying). You need to be totally engrossed in their situation.

LISTEN AND BEWARE

Our brain looks for patterns, to make sense of the world it takes short cuts. The problem is we are so conditioned to this that we don't even know it's happening. Therefore, we automatically do two things – one we hear what we want to hear. Secondly, we fill in the gaps. We jump to assumptions. We presume.

ALIGNING

Now that that client has emptied out, you can now put forward your solution. It needs to be 100% aligned with what they want and put forward in a way which aligns with their values, motivation, desires, likes and dislikes.

'STOP TALKING AND START LISTENING'

Charmaine Keegan, *Director & Founder, Smarter Selling*



Secret 4

Do what others will not do

While I was blueberry picking with my 6-year-old he said 'Mum let's go through the middle of the row' which meant a battle as the rows met and it looked an ordeal. When I asked him why, his response was 'If you do what everyone else has done you will get what everyone else has got'. Thanks 6-year-old, that's what a business development person would do - find another way in the door.

PLAN

The answer to your dreams is having continuous growth. Business Development professionals know how much time needs to be dedicated to growing the business. They know how many calls and meetings they need to do to exceed target.

TAKE ACTION CONSISTENTLY

You don't get thin by eating one healthy meal - and you don't grow the business doing business development once. Put times in your diary. Stick to it. Be disciplined.

FOLLOW UP

The average follow up needed is 12. Most sales people give up after 3. The hard work has already taken place and then you lose it to a competitor simply because they happen to follow up more times than you. Learn about adding value with your follow ups so it's not a 'I'm just following up' conversation.

'IF YOU DO WHAT EVERYONE ELSE HAS DONE, YOU WILL GET WHAT EVERYONE ELSE HAS GOT'

Ernie, age 6.25



Secret 5

Be in charge of your own mindset

Success begins and ends with your mindset. If you think that client won't buy you are right. If you think you need to negotiate, you are right. If you think the market is tough, you are right. Conversely, if you think you can make 20 calls a day and the market is buoyant, you are right. If you think it's easy, you are right. You really are acting out the sum of your thoughts.

REFRAME

One of the easiest ways to flip any negative mindset is to do a reframe. Quickly think of something worst. I read once that if we all wrote our problems on a piece of paper and threw them in a hat, once we saw what others have written we would quickly grab our own out again. Good reframe hey, you can have that one on me.

POSITIVE ANCHOR

The client who said 'thank you, this solution really helped'. An email you kept from a happy client. Feel the feelings and hear the words of happy, contented clients.

GRATITUDE

Start your day with gratitude. It's no surprise that if your standard of living has increased ten fold from when you were young then you probably start each day with knowing how lucky you are. If you are already blessed, so have no reference point, then take a trip to a shelter or hospital. Or travel to places where 10 living in a room is normal and be ashamed as they say exclaim how lucky they are because they are not on the streets.

**SUCCESS STARTS AND ENDS WITH YOUR
THINKING, CHANGE YOUR THINKING
AND YOU CHANGE YOUR RESULTS.**

Charmaine Keegan, Director & Founder, Smarter Selling

At Smarter Selling we make selling easy.

We make it easy for you to sell and easy for your client to buy.

Learning more is easy too!

Connect with us on LinkedIn for our sales tips.

Contact us now to find out about our sales training workshops which will catapult your results and drive more revenue growth

Sydney: 02 9188 5253

Melbourne: 03 9088 3382

team@smarterselling.com.au

smarterselling.com.au

smarter selling
stop talking and start listening!