

SNACK SIZE SALES TIPS

**EASY TO DIGEST,
SIMPLE TO IMPLEMENT!**

smarter selling
stop talking, start listening

5 tips to optimise your sales process TODAY



Adapt your sales approach with these tips and empower yourself or your team to feel confident in their positions as trusted advisors.

1. Revisit the features & benefits of your product/service – what do you need to know BEFORE you explain the benefits to them?
2. Think about your top clients, your prospects – consider what you need to find out to add value.
3. Brainstorm different ways to ask questions – language, tone, outcomes.
4. Practise being present so you can ask the aligned question in that moment instead of thinking a step ahead for the next clever question or suggestion.
5. Role play or practice active listening with your team (or business partner) and have fun asking questions which lead from what they're saying, rather than simply waiting for your turn to say something.

Have fun watching your sales increase as your customers feel understood and buy more! Go ahead – roll the dice – and pick one to start with right now!

What insights could you get into your sales process by trying tip #5?

Today is a new day

For you AND your customers.

It was my first day in one of my early sales roles in advertising sales – I lacked much experience.

What I had going for me was no preconceived ideas and no knowledge of the history of the prospect list.

On my first day I was given the list and told to go out and sell ad space for the paper for the following week.

When I returned to the office my boss looked sad. He expected me to look disappointed and return with no sales.

When I told him I got a booking from prospect X – he was shocked. 'But they never buy!' he said. I didn't know that – I asked for the business that day – and got it.

If I had known their history back then, I never would have asked them that day.

What feelings come up for you at the thought of going back to a prospect that said 'no' six months ago?

They say you're too expensive?

It's not the price that stands in your way.

If they say: "We want it - but we can't afford it now"...

1. Consider whether they haven't seen the value. You haven't understood what they value and built alignment.
2. If you believe it's important for them to have it now - use some motivation techniques to help them see the value.
3. If your solution saves them money, explain how! e.g. "This XYZ investment will make you money - by X month you will increase your margin by \$X." The real issue is you aren't aligned with what they need and you haven't adapted to how they operate. Still in with a chance - no agreements with another supplier have been signed? Step back in and ask more questions!

Don't jump into the money vortex with them again.

Reframe the client over to a focus on value - make sure you are truly aligned. If the competitor is offering a solution for less there is a reason - focus on what YOU, your company and your solution offer that is different - and better.

*What do you do when the client says
'I love it but can't afford it'?*



Everyone in your organisation is in sales



The client or prospect doesn't care about the job titles of the people they are speaking with.

They just notice whether everybody in the organisation is in synch with the brand or not.

You want to make sure every single person - regardless of their job title - understands how to communicate effectively with clients to ensure the client wants to continue doing business with them.

You need your technicians, your engineers - whoever is 'on the floor' with them - to understand some highly skilled communication techniques. Things they would find simple to implement. Our tagline is stop talking and start listening.

Most people not in a sales role are relieved to hear this. They realise they don't have to do all the talking.

They just have to ask intelligent questions, listen and find opportunities.

They understand how to look out for and create more business. They realise if they don't - they're doing the client a disservice.

Who in your company doesn't understand they have a sales role and what could you do/say to open their mind?

The first minute makes or breaks you



The prospect is either open to you and what you have to offer - or not!

If they're not - you spend the rest of the meeting trying to persuade them you are right for them or you have the right solution.

Set your opening up for success. Be prepared.

- How are you going to make the most impact in those first few minutes?
- What questions will you ask to find out what is going on with them and their business right now?
- What questions will demonstrate to them immediately that they are being heard and understood - that YOU are the trusted advisor to help them find the right solution?

Being prepared means you never waste those first minutes - you set the scene and create the opening for productive dialogue where they know they are being helped to solve their challenges and not being sold to or manipulated towards your own agenda.

When the beginning is prepared - a successful 'closing' takes care of itself.

What changes can you make now that will make a difference when you first meet your prospect?

Sales is just like dating



You are in a bar and an attractive person is across the room. Who are you?

Person A: "They won't want to talk to me, I'm not quite right for them, now isn't the right time to approach them."

Person B: "I'll be brave, if their friend is nearby I'll casually give the friend my number to give to them."

Person C: "There's the hot person, I'm going to be accessible and available. I'm making an opportunity to strike up a meaningful conversation."

Person D: "There's the hot person, I'm going in!"

Now you are at an event – you see your ideal client across the room. You are?

Sales person A: "They won't want to talk to me, they're too busy."

Sales person B: "I'll be brave, I'll just leave my card."

Sales person C: "There's the hot prospect, I'm making an opportunity to strike up a meaningful conversation."

Sales person D: "There's the hot prospect, I'm going in!"

INSIGHTS

1. Your self-belief will make you. When you know your solution will benefit them, your 'state' will be 100% congruent and positive.
2. Know your target clients' names and always have an opener ready. Best be prepared when an opportunity arises.

Which person are you? What will you do differently next time you see your hot prospect across the room?

5 questions to position yourself as the trusted advisor

Your intent with prospects is to show you care about them, you understand them, you want to help them.

You fear that perhaps all salespeople 'look the same' in the prospect's eyes. They think you are there to sell, push or manipulate. You feel like all the prospect cares about is price.

Do you want to stand apart from any competitor?

Do you want to show the prospect that you can add value - show you can be trusted?

Do you want to find out more about them and their business?

Here are 5 questions to show you are the best person to address their challenges.

1. What is happening for you/in the business right now?
2. Why?
3. Can you walk (or take) me through this?
4. What's your best-case scenario?
5. What do you need from us?

The key is to be curious - always.

In our workshops, we show people how to prepare up to 40 open ended questions to find more opportunities with clients and prospects.

How do you show your client that your #1 goal is to add value to them?



More business might be right under your nose

Do you know who your top clients are – the 20% that bring in 80% of your revenue?

These are the businesses where you can get more growth. They already trust you and your solution.

A word of caution about your relationship with these clients.

You can think you know them, what they like and dislike, what they think.

You would have known them at one stage and that is what got you the business in the first place.

You were aligned on enough important areas.

It's these very thoughts of I 'know' them that are hindering you from helping them further. It is stopping you from selling more!

Why?

They have moved on since your last conversation.

One way to ensure you are ahead of the game with your top clients: at every visit, ask questions in a different way.

Think of timing – make it relevant and go with the flow of what they are discussing.

Where relevant, drip feed your useful solution so it's seeded into their unconscious. They can't un-think it.

What are your most successful ways of getting more business from your top clients?

Welcoming objections

=

more opportunities



It is often referred to as objection 'handling' – as if you are putting out spot fires before things take a turn for the worse.

If you change your thinking, flip it around and welcome the objection – they are no longer a threat – they are an opportunity to really hear your client.

Objections help you understand where your prospect is blocked in terms of acceptance of your offer.

Our role as salespeople is to make it easy for clients to tell us their challenges so we can better understand them. The more you welcome the objections, the more trust and credibility you can build.

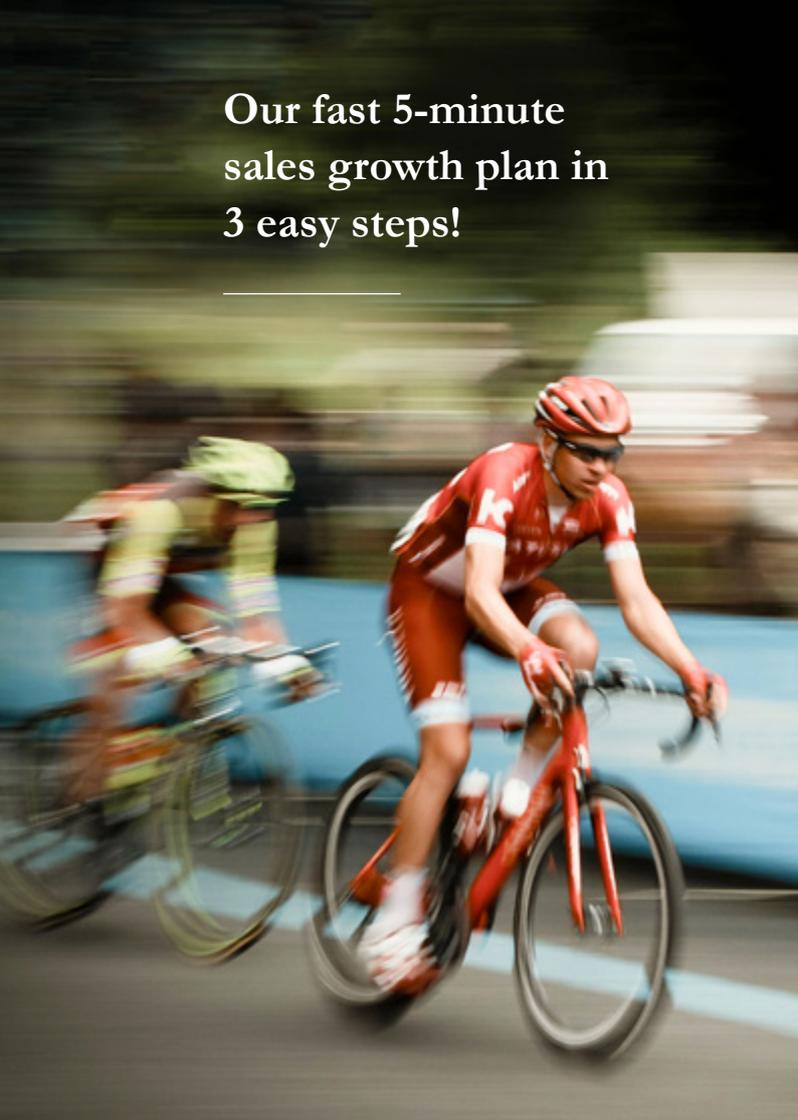
The opportunities:

- It shows the prospect is engaged and giving you information on how to help them.
- You can observe and adapt, shift their values and relieve them of their concerns.
- You can position yourself as the trusted advisor.

Reacting in a positive way to objections helps you offer a solution that truly serves them best. And after all, isn't that the name of the game?

What's one of your favourite ways to welcome objections?

Our fast 5-minute sales growth plan in 3 easy steps!



Move fast and get ahead of the pack.

1. Write down your top 5 clients - Start with those who invest the most with you followed by the ones with the most growth potential: include company name and the key contacts.

2. Find 3 ways you can add value to them (once you find out what 'value' means to them):

- Suggest opportunities that will help them. The ones you may have suggested last month might be more relevant now.
- Share news on a new product or solution you have that will put a smile on their face.
- Ask them some new questions about their business so you can stay up to date on what they may need in the next three days or the next three months.

3. Take action immediately!

- Now you know who, what and how – make a time to see them.
- Get in front of them in the way that best suits your client – face to face or Skype/Zoom etc.

What other ways could you make a difference to your numbers in just 5 minutes?



About Charmaine Keegan

Charmaine Keegan is a Trainer, Keynote Speaker and Director and Founder of Smarter Selling – with a sales career spanning over 30 years.

She has trained over 8000 sales professionals, empowering them with the confidence to embrace selling with integrity and authority, to deliver immediate revenue growth.

Charmaine is fascinated by human psychology. She is a Certified Trainer in Neuro Linguistic Programming (NLP), Hypnotherapy, Timeline therapy, Myer Briggs, Situational Leadership and Extended DISC.

She has authored over 20 eBooks and is a sought-after panellist, content contributor and keynote speaker across Australia and abroad. i.e., Speaking to (and training the) Professional Speakers Association, the sales master chosen by Salesforce to be their spokesperson.

Read more of our sales tips
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