

FIVE TOP SALES TIPS

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1. HAVE A PROCESS

Not a script, because you're not a parrot, but a clear and well thought through sales process which you discipline yourself to follow in every circumstance. A process with simple steps allowing you to assess and measure your own performance after every interaction, so you know where you went well and where you fell over. We've developed what we call The BEST Selling System (of course!) with four seriously essential components for continual professional development.

2. TAKE RESPONSIBILITY

Your success in selling will be entirely up to you – never blame the economy, the pricing, the marketing department, the government, your manager, or anyone else for that matter. If what you are doing isn't working, do something different. Go and learn how. Stay humble, stay learning and stay in a service mindset. The only person who has all the answers on how to sell to them is your customer.

3. IDENTIFY VALUES

Your customers will always buy what they believe to be value to them. Your primary success as a salesperson will lie in your ability to identify their definition of value and provide it to them. What somebody believes to be valuable depends on their own set of values. It would be really useful for you to find out what your customers believe to be valuable, don't you think? We work with SPACER – a simple set of six – as the primary buying drivers. Have you got a system for determining value?

4. BUILD TRUST

Three really essential components to this one. Firstly, your customers need to feel really comfortable with how you relate to them. Understanding different 'behavioural styles', and cultural diversity – not only ethnic, but business and personal environments - are both important. Secondly, you need credibility. Proven trustworthiness, reliability, consistency, honesty and integrity. Thirdly, you need established expertise in your product or service area. Some sales can be made without trust. Repeat sales and referrals never can.

5. PUT THEM FIRST

With only one area of exception – your personal integrity and wellbeing. In every other question of choice – time, money, loyalty, discretion, etc. – the customer must come first. If they know they do, you'll be making more sales than you have time to manage. If they're not sure, they won't be sure whether to deal with you. We all want validation and nurturing from all of our relationships. If you can provide it to your customers, your success statistics increase superbly.

One extra one. Keep working on it. School's never out for the professionals.

Catherine Palin-Brinkworth is an extraordinary leadership speaker and change strategist. She can show you how to build your business, build your people, build your profits and build the life you want. Call her on 0419 221 916 or visit www.catherinepalinbrinkworth.com to sign up for her subscriber-only ezines - Enlighten and Power Points. While you're there, click Contact, and type 'free e-book' in the message section to receive 'Aligning Purpose Power and Possibilities' which tells you how to use what you've already got to reach your goals.