

365

**POWER SALES
METHODS**



**365 WAYS TO GENERATE
& INCREASE SALES IN ANY BUSINESS**

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Introduction

Every business man or woman knows that in business you have to sell, sell, sell; no matter what kind of business it is or what kind of product or service is being offered, or even if it is an online or off-line business. But if business is slow and sales are slower, what can you do to improve things and speed those sales up?

There are plenty of tips and advice available for entrepreneurs who really want to make their business work, and if they are prepared to put in the time and effort then there is no reason why they won't succeed. And when I say put in the time, I mean 7 days a week, 365 days a year.

To help the more determined among you, who want to see your business turn a profit, we've put together a few little tips and pointers to help you in your endeavour. And when I say a few, I actually mean 365 of them, 1 for every day of the year – just in case the title didn't give it away.

Each one of the 365 power sales tips will be accompanied with an explanation to help further explain exactly what is meant and how to go about putting the tip into practice, and by the time you've read through them all, you'll be well prepared to put all of your newfound knowledge to good use, and ready to watch those sales escalate.

Tip 1: Stay Positive

You can't expect prospective customers or clients to feel positive about your company – or you – if you have a negative attitude when you are dealing with them.

Tip 2: Be Confident in Your product or Service

Even if you really aren't all that confident in your product, try to put it across that you think it's the best thing since sliced bread. You don't have to go overboard here, but convince yourself, and at the same time you'll convince those customers.

Tip 3: Advertise, Advertise, and Advertise

Did I mention that you need to advertise? You do. A lot! You don't have to spend a lot of money to make sure people know about your product or service.

Tip 4: Hire More Staff / Assistants

If you're finding it difficult coping with the demands that your business is bringing you, then think about hiring an extra pair of hands.

Tip 5: Get to Know Your Customer

If you don't know your customer then you can't know what he or she wants from you or your business.

Tip 6: Emphasize your Product or Service

Make sure when you are talking to a prospective customer that you emphasize your product and why it will be better for them than your competitor's product.

Tip 7: Improve Customer Service

Make sure that your Customer Service is spot on. Hopefully you won't get any complaints, but if you do, act on them.

Tip 8: Be Prepared to Compromise

At the end of the day the customer is paying for the work, so reaching a compromise might be the only solution to having a happy customer – and getting paid.

Tip 9: Offer Upgrades

Everyone loves to get something for nothing, and your customers are no exception. If you are in a position to offer an upgrade to a service or product you supply, then do it.

Tip 10: Write an Effective Sales Letter

Sales letters are important, and they can generate a lot of interest and potential custom, but only if they are written effectively.

Tip 11: News Letters / Emails

News letters and emails are a great way to keep in touch with your existing customers, and entice new ones to do business with you.

Tip 12: Listen to your Customers

Keep an ear to the ground and listen to what customers want or would like to see in your business.

Tip 13: Know your Market

If you're in the buying or selling game, then know what's what in the modern market. If you're selling music players then hopefully you'll already know that cassette players are not really wanted anymore and you're selling CD players or MP3's.

Tip 14: Build Trust with Staff

Be honest with your staff and build up some trust with them. Show them some respect and let them know exactly what's going on in your business.

Tip 15: Build Trust with Customers

It's important to be honest with customers too. If you don't have a particular item in stock, or can't carry out a job until next week then tell them that.

Tip 16: Listen and Communicate

That means to your staff as well as your customers. If someone has any concerns, ideas or merely suggestions then listen to them.

Tip 17: Be Flexible in Methods of Communication

Don't rely on just one method of communication because you could be cutting out a whole group of prospective customers if you do.

Tip 18: Make a Web Site

OK, so some of you might not have a clue when it comes to building a website, but there are plenty of people out there who do and it might be worth hiring someone to do it for you.

Tip 19: Motivate your Staff and Yourself

Don't become complacent about your business, your staff or yourself. Learn to stay motivated, and make sure everyone else does too.

Tip 20: Build relationships with Customers / Clients

Once you've made a sale, don't just take a customers money and then forget about them. Ask them if they'd like to receive a regular newsletter and keep a note of their details – what they bought etc..

Tip 21: Offer Referral Bonuses

Offer existing customers a referral bonus if they recommend your business to a friend. A \$5 coupon towards their next purchase could be a great incentive for them to tell their friends about you, and it could subsequently bring you in a nice little profit.

Tip 22: Set Achievable targets

Don't be unrealistic and set goals that can not be made. We'd all love to make \$1 million in a year, but for the majority of us it just isn't going to happen. Be realistic and know your limits and your capabilities, and work with them.

Tip 23: Give Positive Feedback

If you have an online business then leaving your customers some positive feedback can have a lasting effect.

Tip 24: Be Honest

Be honest with yourself, your staff and most importantly your customers. If you can't get something they want then let them know.

Tip 25: Be Fair

Fair prices will bring in more custom than extortionate ones. Be fair to your customers and you'll end up making more money than if you hike your prices up to make a quick buck.

Tip 26: Use Social Media

Promote your business with the help of social media sites such as Facebook, MySpace and Twitter. Let other like-minded people know exactly what services you offer or what you sell, and you'll be amazed at the response you get. Best of all – it's free!

Tip 27: Use Good Keywords

Subliminal messages have been used for generations, and they're more common than you probably realise. Using specific words when having a conversation with a prospective customer can put an idea in their head without them being aware of it. A sentence such as "By the time the next model comes out you'll wish you'd bought this one" the word 'by' has been changed to the word 'buy' in their minds. It's a simple tactic, but an effective one.

Tip 28: Emphasize What your Product / Service Offers

If your product or service specializes in a particular area, then make sure you emphasize it. If you offer a 3-room special on carpet cleaning, or upstairs windows cleaned for free if the downstairs ones are paid for, let people know. It's a great selling point and one you shouldn't be shy about pointing out.

Tip 29: Be Resilient and Determined

If things don't seem to be progressing as quick as you'd like don't lose heart or give up at the first hurdle. It can take a few tries before everything falls into place, but when it does you'll be glad you persevered and were resilient.

Tip 30: Take Responsibility

If you take responsibility for your business then you can take the credit when it's a success. Don't be afraid to admit when you've made a mistake, but learn from it, move on and do better.

Tip 31: Give Back to the Community

Many new businesses have the help of others to get started. And very often once a business is established that help is forgotten about. Make it a policy to give something back to the people who have helped you, and they'll be loyal customers for years.

Tip 32: Value your Time

Know how important your time is, and don't waste it. Even if you work from home have self-discipline and make sure you start and finish work at a set time.

Tip 33: Be Prepared to Get your Hands Dirty

Don't ask anyone to do what you yourself wouldn't. It's your business so you should be prepared to get your hands dirty in making sure it's a success.

Tip 34: Cross-Sell your Product

Don't just assume that your customer wants just the one thing he or she ordered. Maybe they simply haven't thought about buying a pair of slippers to go with the pajamas they just bought as a gift for someone.

Tip 35: Use Eye-Catching Headlines

Make sure any news letters, emails or advertizing posters etc have eye-catching headlines. You want to draw prospective customer's attention from the very first words and make them want to carry on reading all about your business.

Tip 36: Practice Presentations

If you intend to make a presentation in order to sell your product then I can't emphasize enough how important it is to practice before hand, preferably in front of other people. If you aren't prepared then you won't feel confident, and it may be taken as lack of confidence in your product.

Tip 37: Provide the Right Tools

If you have members of staff then make sure they have the right tools in which to do their job efficiently and professionally. Ensure they have right materials or programs etc so that their jobs can be done properly. A gardener can't do a decent job if he's using a pair of scissors to cut the hedges.

Tip 38: Be Passionate

Be passionate about your product. Love can be contagious, so if you love your products then so will your customers.

Tip 39: Work with your Team

Don't sit back and let them take the brunt of all the donkey work. Without your team you cannot function – remember that.

Tip 40: Network

Work with other companies. If they have a business website ask them if you can leave a link back to your website on it – and vice versa. You'll both see increased business.

Tip 41: Don't Limit Yourself

If you see a need in the market for a particular item or service you feel capable of providing then go for it. Don't limit yourself to just one thing. Times change, and so do peoples needs and wants. Go with it.

Tip 42: Ask the Right Questions

Questions are always a good thing, unless they're the wrong questions. If someone wants to buy a vehicle then why ask them what their favorite food is? Make questions relevant to the product, and listen to the answers.

Tip 43: Provide Training

The right training is crucial, and it needn't cost a fortune. There are many online training courses available, or if you have a member of staff who is particularly skilled in a specific area then do some in-house training.

Tip 44: Offer Promotional Items / Offers

BOGOF! You heard me. I said Buy One Get One Free. Those special offers are a Godsend sometimes. And there's nothing to say the same kind of thing won't

work for your business. People tend to buy more than they initially wanted too – a double bonus!

Tip 45: Focus

Remember what the goal is, and focus on it. If you let your mind wander then so will your customers.

Tip 46: Ask for Help if Needed

Don't be too proud. Everyone needs help and there's no shame in asking for it. Just make sure you ask the right people and the right questions.

Tip 47: Build Interest

When you're talking to customers, or compiling a newsletter or web page, build interest. Talk about the most interesting facts about your product or service and why it is the best for your customers.

Tip 48: Use a Script

If you are giving a presentation then make sure you have a script written beforehand. If you lose your way while talking then your script will help you get back on track. It will also help you to remember the more important aspects and points that you want to get across.

Tip 49: Handle Objections

You're going to get objections at some point from someone; it's a fact of business life. But make sure you handle them fairly and try to keep an open mind. You might be surprised to find that you were actually wrong about something. Learn from it and use it to your advantage.

Tip 50: Establish Rapport

Establishing a rapport with your customers lets them know that you understand where they're coming from and that you possibly know what they are feeling or

wanting. It humanizes you to them, and they will be more likely to buy from you than the hard-nosed salesman down the road.

Tip 51: Follow Up

If you've made a sale then be sure to follow it up with a phone call or email. Making sure that your customer is happy will entice him to return to you in the future.

Tip 52: Learn How to Say No

The customer might always be right, but that doesn't mean you have to say yes to everything he wants or says. If you feel strongly about something then say so – and say no.

Tip 53: Learn to Negotiate

People will very often be prepared to pay more for an item or service than they initially state. Negotiate and you'll find a price that suits you both.

Tip 54: Organize

Organize your time, files and records. If you are organized in your office then customer queries and sales can be handled quicker and more effectively.

Tip 55: Use Articles

Article writing is a great way of advertising to the right market. If writing isn't your forte then get someone else to write them for you.

Tip 56: Adapt Your Approach

If your past approach hasn't been working then adapt it and try something new. Why keep batting your head up against the same brick wall if you're not getting anywhere?

Tip 57: Make a Good 1st Impression

1st impressions last, so make sure yours is a good one. Dress the part, look presentable and be polite.

Tip 58: Engage Your Customer

Small-talk is a great way of learning about your customer without asking direct questions related to the sale, so engage in conversation – and keep your ears primed for that all important information.

Tip 59: Barter

You don't have to agree on a price that's offered, and neither does your customer. Have some fun and barter - and make that sale.

Tip 60: Watch Your Facial Expressions

Some people's faces are like an open book, and even though they could be saying all the right words, their face could be reflecting their frustration or boredom etc. be aware of what your face is giving away because it could make the difference between a sale or a walk-away.

Tip 61: Say Thank You

Not just at the time of the sale, but afterwards in an email, a card or a phone call. It goes a long way and might bring the customer back to your door in the future.

Tip 62: Be Quiet

Sales people love to talk. It's what they do. But sometimes they have to learn when to be quiet in order to let the customer think or talk to his or her partner. No-one like's pushy people, so don't be one.

Tip 63: Develop Credibility

Your business will be built upon your reputation, so make sure that you build up your credibility by providing an excellent service both before and after sales.

Much new custom comes from word of mouth, so make sure those words are good ones.

Tip 64: Use Small Talk

Don't just talk about the item you're selling. Use small talk in between to involve your customer more and encourage them to open up.

Tip 65: Don't Be Bullied

If you have a customer who is adamant that they can get your product cheaper elsewhere and doesn't see why he should give you the custom then politely tell him to take his custom to the cheaper seller. If he doesn't buy your product then someone else will, but chances are he's just trying to bully you into lowering your price.

Tip 66: Have a Sense of Humor

Laugh; make fun of yourself and funny situations. Life is too short to be miserable, and if you show your customers a sense of humor then they'll be laughing with you while they sign on the dotted line.

Tip 67: Be Energetic

Don't just sit there looking bored when a customer walks in. get up and ask them if they need assistance. If they don't then tidy the shelves or look busy. If it looks like you simply can't be bothered then you will lose more custom than you make.

Tip 68: Have Empathy

Have empathy with your client and understand what they are going through in order to make it easier for them.

Tip 69: Look the Part

Dress professional, look professional and act professional, and you'll make that sale.

Tip 70: Laugh at Yourself

Don't take yourself too seriously in front of your customer. If you can laugh at yourself you'll show that you're approachable.

Tip 71: Separate Rejection from Refusal

Know the difference between the two. Rejection is personal, refusal is not.

Tip 72: Enjoy Yourself

Enjoy yourself when you're selling and your customers will enjoy themselves too.

Tip 73: Keep it Simple

Don't get too technical, unless the customer wants you to. If you confuse the customer they may leave.

Tip 74: Have Day Sales

Day sales are a great way of giving good deals to new customers – and also for getting rid of old or unwanted stock.

Tip 75: Have a Good Voicemail Message

Make it businesslike and not too funny. People need to know they are calling a serious business person, not a clown.

Tip 76: Have an Eye-Catching Logo

A picture tells a thousand words – and so does a business logo. Make it eye-catching and it will be remembered.

Tip 77: Give a Guarantee

Your word may be your bond, but customers generally prefer something in writing. Give a guarantee along the lines of if something doesn't work it will be replaced.

Tip 78: Be Realistic

Don't expect that every item in stock is going to sell like hot cakes, or that every customer is going to pay top dollar for it. It isn't going to happen. Be realistic to avoid disappointment.

Tip 79: Stay up to Date

Stay up to date with business news and events in your line of work. You never know when it will be useful or what you might learn.

Tip 80: Smile

Even if you don't feel like smiling, make sure you do it anyway. No-one wants to deal with a person who has a face down to his boots.

Tip 81: Sell Yourself

Sell yourself as well as your product.

Tip 82: Act the Part

If your business is children's entertainment then acting like a clown is accepted and expected. But if you're a car salesman then it isn't. Act the part that suits your business.

Tip 83: Firm Handshake

A firm handshake typically gives the impression of confidence, whereas a limp one can be very off-putting. Make sure yours is firm.

Tip 84: Update your Product

There's no point expecting to sell a product that is outdated or old fashioned. Making sure it's updated will bring you much more custom.

Tip 85: Price

Don't sell your product too cheaply because people will think there's something wrong with it. But don't sell it too expensively either or they may go somewhere else to buy it. Find the right price.

Tip 86: Be Informative

Know as much information as possible about your product so that you can answer any questions intelligently.

Tip 87: Pitch

Pitch your product to the right market to avoid looking like an idiot when you try selling something like steak to a vegetarian.

Tip 88: Know your Product

Don't even think about making it big selling something you don't know anything about. You'll fall flat on your face eventually. Know your product.

Tip 89: Set the Stage

Your store, office or stall is your stage, so set it accordingly.

Tip 90: Be Convincing

If you don't sound convinced about your product then your customer won't be convinced either.

Tip 91: Ethics

Have some ethics, especially about your business, and you'll be rewarded with impressed and loyal customers.

Tip 92: Loyalty

Be loyal to your customers and they will be loyal in return.

Tip 93: Grab Customers Attention

Getting the attention of your prospective customer either on a personal level or through advertising is a must.

Tip 94: Interest

Build your customers interest by telling them how much money they will save, how good they will look, etc.

Tip 95: Desire

Build the desire of your customer to own your product, and have a desire within yourself to sell it.

Tip 96: Action

Encouraging your client to act on an offer will sometimes push them to make a decision and buy.

Tip 97: Conviction

Have conviction in your product. Compare it to its competitors and convince your customer.

Tip 98: Use Testimonials

Testimonials from previous happy customers are almost as good as advertising, so show them off.

Tip 99: Trial Offers

Trial offers can be a great selling point as customers like to try before they buy.

Tip 100: Be Dependable

Your customers need to know that they can depend on you, especially after a sale. If they feel they can depend on you then they will give you their business.

Tip 101: Use Technology

If you have a computer or a company cell phone then use it to your advantage and send emails, text messages or advertising information with it.

Tip 102: Watch for Customer Emotions

Very often a customer will give what he is thinking away with his expressions. Learn how to know what a look of excitement or want for a product looks like, and use it to your advantage.

Tip 103: Language

Watch what you say as well as how you say it. It is easy to offend someone unknowingly because you've used a term that they are unsure of or take the wrong way.

Tip 104: The Bottom Line

The bottom line is you want to make money quickly. Learn when a customer is wasting your time and when he is serious. Save yourself time and make yourself money.

Tip 105: Discover Priorities

Find out what your customers priorities are, and act upon them.

Tip 106: Sell the Benefits, not Just the Product

The benefits of your product are what is most important to your customers, so concentrate on selling them and the product will sell itself.

Tip 107: Slow Down

Don't rush your customer or the sale. Taking time with a customer goes a long way towards building a relationship with him.

Tip 108: Be a Resource

Demonstrate that you not only know your product but that you can help your customer in providing the tools they need in order to get the most benefit from it.

Tip 109: Coach your Client

Coach your clients in your area of expertise and let them know that you want them to succeed and not just buy your product.

Tip 110: Explain not Excuse

If there is a problem with a product explain it to the customer, don't excuse it to him.

Tip 111: Eye Contact

Lack of eye contact will make you look shifty which can be off-putting to a customer. Ensure good eye contact is maintained, without looking as though you are staring.

Tip 112: Stay on Topic

Going off the topic can make a customer's mind wander away from the reason he came to you in the first place – to buy something. Stay on topic!

Tip 113: Don't Judge

You've heard the old adage "Don't judge a book by its cover"; the same can be said of customers. Just because he looks as though he can't afford what you're selling doesn't mean that he can't.

Tip 114: Be an Advisor not a Salesperson

People are sometimes wary of salespeople, so try to give the air of an advisor instead to build their trust and confidence.

Tip 115: Choose your Words

Choosing your words carefully can help to make or break a deal, especially the first few words you speak.

Tip 116: Use Names

Ask your customer what his name is, and then use it. It adds a personal touch that will impress.

Tip 117: Shiny Shoes

Customers will typically look from your face to your feet, so make sure your shoes are as polished as your sales technique.

Tip 118: Walk Fast

A brisk walk will give the impression of importance and purpose which is just the kind of person a customer wants to deal with.

Tip 119: Proper Introductions

The client is the most important person, so when introductions need to be made say his name first to make him realize this.

Tip 120: Business Cards

Have a good supply with you at all times, and use them whenever and wherever you can. You never know who your next client is.

Tip 121: Make a Daily Checklist

Having a daily sales checklist will help you to identify the accounts and customers you need to approach that day.

Tip 122: Time Allotment

Allot a specific amount of time each day when you – or a member of staff - will focus solely on selling activities.

Tip 123: Selling Time is Sacred

Don't be distracted by things such as e-mails or personal phone calls during your selling time.

Tip 124: Know your Competitor

Know what your competitor is selling and the prices he's selling them at to keep an upper edge.

Tip 125: Be Optimistic

People prefer optimism over pessimism, so try to remain optimistic at all times and your customer might follow suit.

Tip 126: Start Conversations

Don't wait for a customer to pluck up the courage to talk, approach him first and strike up a conversation.

Tip 127: At Ease

Customers may be excited at the prospect of buying, but they could also be nervous. Take the time to put them at ease.

Tip 128: Observe your Customers Body Language

Watching your customer's body language will help to guide you on if they are really interested or not.

Tip 129: Avoid Silly Mistakes

When making a sale you need to make doubly sure that you have all the facts right, and don't make any silly mistakes that could end up costing you the sale.

Tip 130: Have Morals

Don't be prepared to do absolutely anything in order to make a sale. Have some morals and know what's right and what's wrong.

Tip 131: Have Flexible Selling Tactics

What might work for one customer won't necessarily work for another, so be as flexible with your tactics as you can.

Tip 132: Practice

Practice what you have learnt and then perfect it for a great sales pitch.

Tip 133: Brainstorm

Two heads are better than one, and three heads are better than – well you get the picture. Brainstorm with staff, family and friends to see what ideas come up.

Tip 134: Be Persuasive

Persuade your customers that your product is the best that they could buy, will make them look fantastic; will impress their boss, etc.

Tip 135: Enhance the Experience

Offer cups of coffee or donuts or have nice music playing. Generally enhance the experience of the sale.

Tip 136: Waiting Room

Make the waiting room as pleasant as possible. Ensure it's as clean as it needs to be and is welcoming.

Tip 137: Shorten the Cycle

I mean the sales cycle. If it drags on too long customers may get bored or tired and walk away.

Tip 138: Stand behind your Product

Be prepared to back it 100%, especially if someone has negative things to say about it.

Tip 139: Experiment

Don't be afraid to try new techniques or sell new products. Variety is the spice of sales as well as life.

Tip 140: Get Some Sleep!

I don't mean on the job, but at home. Rest well and have a fresh energy about you the next day.

Tip 141: Don't be Afraid

Don't be afraid to ask questions or hear the answers.

Tip 142: Take a Break

Everyone needs a break in order to recharge their batteries, so make sure you take regular ones.

Tip 143: Do Not Walk Away

Always let the customer walk away first otherwise you could come across as being dismissive.

Tip 144: Don't get flustered

Try to remain calm and not get flustered in the event of an awkward customer or situation. Take a deep breath, smile, and make the sale.

Tip 145: Never be Rude

It can be hard to be polite sometimes, but never ever be rude to a customer. Your next potential customer may overhear you and walk away.

Tip 146: Don't Sound Desperate

Try not to sound desperate even if you are. Sales are harder to make when the customer knows how desperate you really are.

Tip 147: Make Yourself Known

Introduce yourself and explain who you are in relation to the sale or product.

Tip 148: Have Patience

Some customers can try the patience of saints, but make sure you don't lose your patience or you could lose your sale too.

Tip 149: Be Accountable

If you make a mistake then don't pass the buck, accept it, apologize and move on. Be accountable for your own actions.

Tip 150: Never Hit on a Customer

Never hit on a customer, especially if their partner is with them. This is probably one of the worst mistakes you could make.

Tip 151: Blog

Make an online Blog where you can keep a daily record of your business for customers, old and potential, to read.

Tip 152: Visualize the Sale

Visualizing the sale helps us to achieve it.

Tip 153: Make Lists

It's easy to forget things, especially when there's a lot to remember, so make lists to help jog your memory.

Tip 154: Take Action

If something needs doing then do it. Not taking action is the same as not caring about your business.

Tip 155: Performance Reviews

Review your sales performance honestly to see if and where you can improve.

Tip 156: Seasons for Selling

Easter eggs don't tend to sell well at Christmas and Christmas trees don't sell well on Valentines Day. Choose the right product for the right season.

Tip 157: Climate

Selling the right products for the climate can be crucial. No-one wants to buy bikinis in winter or thermal underwear in the summer.

Tip 158: Work at Work

Don't sit behind your desk playing card games on the computer or texting your friends. If it's quiet find something work related and constructive to do.

Tip 159: "I'll think about it"

If a customer tells you this then try and offer a deal they can't refuse. They didn't say no now did they?

Tip 160: "To be honest with you"

"To tell you the truth" and "to be honest with you" are red flags to most people. Are you really being honest with them? They might not think so if you say something like this.

Tip 161: Adjust your Attitude

Don't behave as though the world and every customer in it owes you a favor. Watch your attitude or you'll be watching your customers leave.

Tip 162: Know your Weaknesses:

Everyone has weaknesses, so know yours and work on turning it into a strength.

Tip 163: Discount

Offering discounts, no matter how small, will encourage people to buy.

Tip 164: Be Approachable

Help customers to feel more comfortable by being approachable. Don't sit there with a frown on your face when they walk in the door.

Tip 165: Be Creative

You don't have to use the same displays or advertising as everyone else. Being creative will get you noticed.

Tip 166: Do what you Say you'll do

If you give a promise, a guarantee or a returns policy then stick by it. Don't make a promise you're not prepared to keep.

Tip 167: Product Placement

If you own a store then product placement is vital. Customers like to feel comfortable when they shop, but if that naughty lingerie is by the window or door they may go elsewhere.

Tip 168: Research

If your customer is another business, do your research about them beforehand. It might give you the upper hand.

Tip 169: Deliver on Time

If you say you'll deliver an item on a specific date then make sure you do, or have a legitimate reason why not.

Tip 170: Don't be a Stalker

Making a couple of calls to a prospective customer is fine, but after 3 or 4 calls they may feel like you're stalking them. Back off.

Tip 171: Make Appointments

Make appointments rather than just turn up. It can go a long way.

Tip 172: Stay Connected

Stay connected to your client before and after a sale. Confirm an appointment and do a follow-up call to ensure good customer relations.

Tip 173: Be a Prospector

Just like gold, you need to prospect for customers sometimes too.

Tip 174: Limit Choices

Sometimes too many choices can confuse a customer and they will leave before they can make a decision. Limit the choices and they'll find it easier to buy.

Tip 175: "Yes, But"

"**Yes** it does look out-dated, **but** it is the latest model", this approach agrees with the customer while answering the objection at the same time.

Tip 176: Counter-question

By repeating an objection voiced by a customer he may respond with something like: "I just meant..." which leaves it open for you to move forward.

Tip 177: Offer a Service

Free delivery or gift wrapping can be just the thing to get a person to buy from you.

Tip 178: Give a Choice

That sweater is so nice in black, but you also have it available in red, blue and white too. Make sure your customer knows the choices.

Tip 179: Offer Incentives

If you offer a client an incentive such as a free weeks grass cutting, they will be more inclined to choose your business.

Tip 179: “Better not wait”

This can be a good way of getting someone to buy something quickly. “Better not wait because I only have 1 left” etc.

Tip 180: Tact

Be tactful towards customers. Stating the obvious such as their breath smells and do they want to buy some mints is not going to win you a sale.

Tip 181: Be a Problem Solver

If there’s a problem don’t ignore it. Find a solution and learn from it.

Tip 182: Think

Think about what you want to achieve today and set out to do it.

Tip 183: Seize the Day

Don’t wait until tomorrow to try to make a sale. That’s a day – and a sale–wasted.

Tip 184: Find the Silver Lining

Even if you lose a sale or it’s a quiet day, try to stay positive. Use the time to polish up on your technique or to send out your news letters.

Tip 185: Know When to Give Up

Time-wasters are a fact of life. Know when to give up on trying to sell something to someone who never had any intention of buying.

Tip 186: Fit the Product to the Customer

Finding the right product for the customer can be a lot easier than finding the right customer for the product.

Tip 187: Know When to Close a Deal

Don't drag things out too long or you might lose the sale. Know when to close it up.

Tip 188: Be Likeable

People are not going to buy from a person they don't like, no matter how good the product is.

Tip 189: Don't Talk About Yourself

Engage your customer in conversation, but not about yourself. It isn't relevant to the sale.

Tip 190: Never Argue

Never argue with a member of staff in front of a customer, or a customer – period.

Tip 191: Don't Criticize

Don't criticize your product, your staff or your competitor in front of a potential customer.

Tip 192: Lose your Ego

If your ego is a big one then you might be a little intimidating without realizing it.

Tip 193: Stick to your Principles

Don't be talked into something you're not happy or comfortable with.

Tip 194: Give Value for Money

It may be tempting to hike the price up to make more money, but people will probably go somewhere cheaper before buying from you.

Tip 195: Know the Decision Maker

If you have a couple of customers come in together then quickly work out who is the decision maker, and work aim your selling skills at that person.

Tip 196: Reduce the Chaos

More order and less chaos will clear up your mind and leave it more open to making a sale.

Tip 196: Wrap it up

Wrap up the sale, but offer a wrapping service too. Busy customers love it.

Tip 197: Find a Buyer

Don't wait for a buyer to come to you, go out and find the buyer.

Tip 198: Analyze the Market

Know what the market buying habits are and how they can be reached. What is their socio-economic level? Analyze and work with the result.

Tip 199: Find the Action

Job fairs, conventions and seminars; just 3 places you should go to find the action. Make your business known there.

Tip 200: Join a Professional Organization

It will boost your credibility and could have member benefits such as mailing lists, as well as provide networking opportunities.

Tip 201: Give Things Away

Provide giveaways through your website, or leave a bunch of pens with your business logo on at a meeting to get your name out there.

Tip 202: Affiliate Marketing

A great way to get customers is by offering programs for affiliate marketing.

Tip 203: Ask

Asking for the sale might seem blunt, but the worst that can happen is they say no, in which case smile, leave your card and ask for referrals before moving on.

Tip 204: Assess Your Sales Skills

Be honest with yourself about your own sales skills, and change what you feel is lacking.

Tip 205: Gather Insight

Ask colleagues or staff what they feel about your sales technique. Their insight could be just what you need.

Tip 206: Get Feedback

From colleagues as well as customers to ensure that everyone is happy.

Tip 207: Shorten your “To Do” List

If your list is too long you'll spend more time reading it than carrying out the tasks on it, and you won't have any time left for selling.

Tip 208: Scarcity

If your product is in short supply make sure you let your customer know this.

Tip 209: Urgency

The offer ends soon. This gives people a valid reason to buy it straight away.

Tip 210: Risk-Free

People don't like taking risks when buying something, so if it's 'risk-free' they will be more likely to purchase it.

Tip 211: Be Nice to Children:

If a customer has a child with them make sure you include him or her in some of the conversation. “Wouldn’t it be great to have this car? It even has a secret place for you to hide your candy/doll/ toy from your brother.”

Tip 212: Watch your Language

It doesn’t matter if you have the mouth of a sailor if you are at the bar with your friends, but when you are selling something the last thing a customer wants to hear is you cussing up a storm.

Tip 213: Watch your Tone

Your tone of voice can say more than your actual words. Don’t let exasperation, frustration or boredom come through in your tone.

Tip 214: Don’t Expect Anything, Earn It

Don’t just take it for granted that you’ll make the sale. You have to earn it, not simply expect it.

Tip 215: Show Off

If the remote control car you’re selling can do a lot of tricks, then show it off so that customers can actually see it working.

Tip 216: Know your Value

Your business may be valuable, and so might your stock, but without you they are worth nothing. Value yourself.

Tip 217: Don’t Interrupt

If a customer is talking, never interrupt. Nothing gets the hackles up like being interrupted when you’re trying to make a point or ask something.

Tip 218: Know the Budget

If you find out the budget of your customer you will know what price range you have to work within. If you don't find out the budget then chances are you will be trying to sell something that is way too expensive for them to afford.

Tip 219: Ask About Concerns

Ask if your customer has any concerns about a particular product, and then try to allay them or offer alternatives.

Tip 220: Exchange Commitments

Show your customer that you are prepared to commit to making him the best offer, providing he commits to buying it.

Tip 221: 1 Opportunity

You have 1 opportunity to make a good 1st impression, so use it wisely and don't waste it.

Tip 222: Remove the Fluff

Remove the fluff and sell the product. Don't overdue the personal enthusiasm because it will just look as though you're desperate to make the sale.

Tip 223: Analyze Needs

Analyze the needs of your customers and then try to fulfill them.

Tip 224: Plan Your Next Step

Don't leave everything to the last minute in a sale. Plan ahead and know what you're going to say or do next.

Tip 225: Confirm you Understand

Confirm that you understand what your customer wants so that they know they are being listened to and understood.

Tip 226: Look for Opportunities

There are opportunities to make a sale everywhere, but you need to keep looking for them. Stay alert and stay selling.

Tip 227: Don't Rush

You may be in a rush to sell something but you need to remember not to rush your customer.

Tip 228: Be Prepared to Lower the Price

Lowering the price a little can mean the difference between selling for a huge profit and selling for a large one. Better to make any kind of profit than none at all.

Tip 229: Take Notes

Taking notes will help you to remember specifics in case they are needed later on in the sale.

Tip 230: Avoid Looking Annoyed or Disappointed

You probably feel these emotions sometimes, but don't let your customer see or feel them from you.

Tip 231: Leave an Opening for the Customer to Return

If the sale didn't go through make sure you leave the door open for the customer to return at a later date. "Feel free to come back any time and we'll see what else we can do for you."

Tip 232: Don't Procrastinate

Stop putting things off until tomorrow or next week or next month or – you see what I mean. Do it, and do it now!

Tip 234: Use a Contest

Having a contest can bring in a lot more customers because they are all in with the chance of winning something they might not otherwise own. Even if you just have a small raffle.

Tip 235: The right Time

There is never a wrong time for making a sale, but there are some times that are better than others. Know when this is for your particular business and work with it.

Tip 236: Leave a Voicemail

Don't just hang up if nobody answers. Leave a voicemail saying who you are and why you've called. If you are calling with a special offer then make sure you say this.

Tip 237: Be Different

Just because you sell cars doesn't mean you have to look or be like the car lot down the road. Be different and stand out from the crowd.

Tip 238: Go Above and Beyond

We all remember when someone did something for us that went definitely above and beyond what they got paid to do. Be that person and make your customers remember you.

Tip 239: Be as Specific as Possible

If you can't remember specifics then have a tick-sheet with you to jog your memory. People want to know details about something they are buying.

Tip 240: Think Big

You may be selling home made clay vases, but there's nothing to say that your designs are not going to become famous and make you a fortune some day. Think big and aim for the stars.

Tip 241: No Bull

What's the point of giving your customers a load of bull that you know isn't true? You'll get nothing but future complaints and lose customers to boot. Be honest!

Tip 242: Involve the Community

If the community is involved in reviewing and commenting on your product then it's a great way of advertising.

Tip 243: Have a Party

If you sell something like cosmetics or kitchen-ware, encourage customers to hold a party and give them a commission on anything that sells.

Tip 244: Find the Emotion

People buy based on what emotion they are feeling or needing, and not because of logical thought. Discover the emotion and use it.

Tip 245: Be Accepting

Accept a person as they are and not how you want them to be. Just because you want them to be rich or full of enthusiasm for your product doesn't mean they are going to be.

Tip 246: Let the Customer get Tactile

And by this I mean with the product, not with you. If he can touch it he will want it more.

Tip 247: Have a Wingman

Use a co-worker or friend as your security blanket and use him to boost your confidence while you make the sale.

Tip 248: Category Choice

If you're selling items online then make sure you place it in the right category. If you're selling a vehicle but mistakenly put it in the garden furniture section then you've just lost a few thousand dollars.

Tip 249: Take Pictures

If you need to place your item online or in the classifieds then make sure you take a good picture of it in a well lit area.

Tip 250: Product Tips

If possible, offer tips on how to use your product or service so that customers can see just how easy it is.

Tip 251: Google Alert

Using Google Alert will let you know when someone has used your name on their website, blog or Twitter etc, giving you opportunity to answer any questions or concerns that may have been brought up.

Tip 252: Top ten List

Have your own top ten lists to keep track of your ten best prospects, and encourage them to move towards a sale.

Tip 253: Good Contacts

Always strive to make new contacts every day to broaden your market range.

Tip 254: Exceed Customer Expectations

If a customer asks "is it too much trouble to...?" tell him nothing is too much trouble, because when it comes to making a sale *nothing* should be too much trouble.

Tip 255: Make a Difference

Rise above the competition and do things that will make a difference to your customer.

Tip 256: Be Ready

Be ready for anything or anyone that comes along. Being ready means you're prepared to make that sale.

Tip 257: Mention Awards or Testimonials

If you've received an award or testimonial for your product or business, mention it to your customer. It will reassure him that you are a business that takes pride and can be trusted.

Tip 258: Keep it Simple

Don't make things any more complicated than they need to be.

Tip 259: Innovate

Continually look for ways in which to make serve your customer and make them feel important.

Tip 260: Be Grateful

Send new customers a simple thank you card to show them you appreciate their business. word of mouth is a great seller, and when they tell their colleagues or friends you might have even more customers.

Tip 261: Buy a Lotto Ticket

Sending a lotto ticket to a prospect with a little note saying something along the lines of "I've given you the chance to win big, how about giving me a chance too?" gets attention and hopefully an appointment.

Tip 262: Fax Humor

Keep customers smiling by sending those faxes of jokes and amusing cover sheets.

Tip 263: Introduce Staff

Introduce staff so that if a customer has to deal with a staff member in your absence they will know who they are and will feel more comfortable.

Tip 264: Use the Radio

Consumers listen to the radio 24 hours a day, so advertising your product on it will mean you reach literally thousands of people daily.

Tip 265: Maintain

Ensure that you maintain your business and don't let it slump because it's not working as you want it too. You can build it up if you look after it.

Tip 266: Family Photos

Have photos of your family on your desk to help customers see you are a family man and not just a salesman.

Tip 267: Compatibility

If there's a compatibility issue between you and the customer realise it and hand the business over to another staff member before the customer walks away.

Tip 268: Determination

Stay determined to not only making it work, but to provide the best service possible for your clients.

Tip 269: Dedication

Be as dedicated to the job at hand as possible so that you don't lose interest in making the sale.

Tip 270: Try it on for Size

If you sell clothing or shoes make sure there is a place where your customers can try on the garments prior to buying.

Tip 271: Manage your Business

Don't let your business manage you. Stay in control at all times.

Tip 272: Know your Niche

Find out what your niche is, and use it to your advantage by providing what is wanted.

Tip 273: Pick your Time

Making a telephone call at dinner time sounds rude, but very often it is the best time as everyone is home and you are more likely to get a direct answer rather than a "I'll have to ask the wife."

Tip 274: Clean it Up

Make sure what you're selling is clean beforehand. No-one wants to buy dirty clothes, even if they are second hand. And it's the same with things like vehicles or carpets too.

Tip 275: Don't Make your Customers Wait

Nobody likes waiting around like a spare part for someone to come and serve them. if you see a customer who looks like they're waiting go and ask if you can help them.

Tip 276: Batteries not Included?

If you sell something that requires batteries before it can be used, supply them. it can make all the difference between someone buying it straight away or turning it down because they don't want the extra hassle of having to find batteries.

Tip 277: Supply your Own

Don't just rely on a manufacturer's description on an item, or what it can do. Supply your own insight to a product to let the customer see what a 'real' person's view is.

Tip 278: Stay in Control

Stay in control of a sale and you'll stay in control of your business. Don't let things get out of hand or you might end up out of pocket.

Tip 278: Copy the Customer

If you copy or repeat what the customer has expressed to you it will have 2 effects. It will show your customer that you listened to him, and it will help you to remember what was said for future reference.

Tip 279: Ask Open Ended Questions

"What would benefit you the most from our product?" instead of "Can you see the benefit?" leads on to answers that you can actually work with.

Tip 280: Don't be Choosy

It doesn't matter who you sell to, so long as you sell. So don't be too choosy just because you don't like the look of someone.

Tip 281: Let People Know

Wherever you may be, let people know what you're selling. Even at social gatherings it can be dropped into a conversation.

Tip 282: Keep It Fresh

If you're selling things like flowers or plants then make sure they are fresh. No-one wants to buy things that are only going to last a day before wilting.

Tip 283: Check Those Dates

If you sell food items then make sure you check the expiration dates regularly. No-one will continue to buy from a grocer whose food is off.

Tip 284: Broken Packaging?

It is still sellable. Offer it at a discount and make some money from it.

Tip 285: Display Models

If someone wants to buy something and you only have a display model left, sell it at a knocked-down price to ensure the sale. You'll be getting more in anyway.

Tip 286: Safe Environment

Make sure that the environment you sell in is safe for the customers. Accidents can mean lawsuits.

Tip 287: Respect

Even if you don't like a person you need to respect them as a customer if you want them to buy something from you.

Tip 288: Agree to Disagree

Sometimes you just can't reach a compromise, in which case it's better to agree to disagree and move on rather than waste any more time.

Tip 289: Customers Have an Opinion

Let your customers voice their opinions, even if you don't agree with them. they're entitled to it and you might make a sale because of it.

Tip 290: Showing your Hand too Soon

If you do this then you might end up selling for a lower price than you wanted. Hold off a little and see if your customer will come up in price a little more.

Tip 291: Be Authentic

This means being open about your concerns and issues with a client. Letting them know that not everything can be achieved, and asking them what is most important to them leaves a good impression and gets the sale.

Tip 292: Make it About the Customer

The customer should come first in a conversation and you and the product should come second.

Tip 293: Be Flexible

Show your client that you are prepared to be flexible in order to make the deal work for them.

Tip 294: Assume the Best

Always assume the best in a deal even when others give up on it.

Tip 295: Mind your Manners

Be polite at all times. More sales are lost because of rudeness than anything else.

Tip 296: Show the Product Again

Ask if the customer would like another test drive or if they'd like to try the shoes on again to reinforce the customer's want for the item.

Tip 297: Price Items Clearly

Pricing items clearly stops any confusion and prevents customers getting frustrated and leaving.

Tip 298: Accommodating Early Birds

Allowing early birds to get the best of the bargains can be unfair to those customers who wait until the proper time who are prepared to pay the full asking price.

Tip 299: Take Down Old Signs

Old signs can be misleading to new customers so make sure they are taken down when a specific offer has ended.

Tip 300: Determine Needs

Determining the needs of your customers will determine how you go about making the sale.

Tip 301: Demonstration

Give a demonstration of the knife, kite or television you are selling. Customers like to see exactly what a product is capable of before they buy it.

Tip 302: Ask an Exploratory Question

Start well from the get-go by asking a question that helps the customer clarify his own thoughts.

Tip 303: Have Change Ready

If you are selling at a yard or garage sale then make sure you have plenty of change to start it with. You'll lose a customer if they want to buy a \$5 item and you don't have change for the \$20 bill they have.

Tip 304: Under Cover

Try to provide cover for your customers in hot or wet weather. This is especially important for yard sales

Tip 305: PowerPoint

Create a PowerPoint presentation with lots of graphics which depict the benefits of your product or service.

Tip 306: Don't Overwhelm your Clients

Some customers can be extremely shy or reserved, so try not to overwhelm them with your personality or they could make a run for it.

Tip 307: Make the Booking Process Easy

If you provide a service that someone needs to book, make sure the booking process is easily understandable.

Tip 308: Create the Desire to Buy

In order to make a sale you need to create in the customer a desire to buy. If a product is what the customer desires then it will be sold.

Tip 309: Make the Call

If you promised your contact or customer that you would call them, make sure that you do, or you can wave goodbye to the sale.

Tip 310: Relaxed Networking

Networking to advertize is one thing, but relaxed networking is specifically to form relationships which can then go on to create customers.

Tip 311: White Glove Treatment

Treating your customers as though they are the most important person in the world sets the stage for a great sale.

Tip 312: Subliminal Branding:

These are meaningful touch-points that can be effective without you being in the customers face.

Tip 313: Join Forces

Join forces with another company or business. You might both learn something new and gain from it.

Tip 314: Professional Greeting

A simple “Hello” and then jumping straight into the sales pitch doesn’t let your customer participate. “Hello Mr. Smith, how are you today?” does.

Tip 315: Sell in Bulk

Selling larger quantities for a discount price will encourage buyers to purchase more.

Tip 316: Event Marketing

This isn’t simply for retail. An open house with coffee and desserts is a great way to meet potential new customers.

Tip 317: Be a Problem Solver

If your product can solve a problem for a customer then that person will buy it from you.

Tip 318: Be Accessible

Answer those calls that you’re tempted to ignore. Respond to emails when you can’t be bothered. Basically be accessible to your customers.

Tip 319: Beat the Beast

The beast inside you is the voice that tells you to take the easy option. Ignore it. Selling is hard work – period.

Tip 320: Make Calls

You have to make calls if you want to make sales, so tell yourself you’re going to call x amount of people a day – and do it.

Tip 321: Ignore the News

The news is full of stories about a bad economy, but taking heed of all that negativity will doom your career. Think positive and ignore the news.

Tip 322: 'Fess Up

Admit it when you make a mistake. You're human and your customers like you that way.

Tip 323: A – B – C

Always Be Closing – enough said.

Tip 324: Beat the Addiction

Don't get addicted to making a profit. Just get hooked on making one sale at a time.

Tip 325: Project Authority

Make what you say believable and not outrageous in order to project authority and make clients feel confident.

Tip 326: Curiosity

Keep your customer curious as to what will happen when the sale is completed. Curiosity is a very powerful tool.

Tip 327: Don't Waste Time

People's time is valuable, and that goes for your customers' as well as your own. So don't waste it.

Tip 328: Makes Sense

You make sense to yourself, but you need to make sense to your customer too. Don't waffle on about nonsense.

Tip 329: Differentiate

Offer a solution to a problem that's better than anyone else's.

Tip 330: Give and Get

Offer something of value to the customer, and get a sale in return.

Tip 331: Delegate

You have to know when it's a good time to delegate work to someone else as this frees you up to concentrate on other things.

Tip 332: Create a Chain

To make endless sales you need to have an endless chain of prospects.

Tip 333: Relax

You won't sell anything when you're so stressed out you can't even speak.
Relax!

Tip 334: Call to Action

Make sure that any advertizing has a 'call to action' statement such as: "Phone us today for a..."

Tip 335: Conviction

Your customers have to have conviction in a product before they will buy it, so make sure they have all the facts about it.

Tip 336: Packaging

Packaging your product is all important. You won't get many buyers if you just throw your stuff in a tatty brown box.

Tip 337: Determine the Cost

You have to know how much something costs before you can sell it for a profit. When determining the cost ensure you add any taxes, labor and shipping costs.

Tip 338: Pre-empt the Next Sale

Pre-empting gives you the opportunity to sell more of your product at a later date.

Tip 339: Never say “Proven”

Using words like “proven” is like going to a policeman and telling him you’re a thief. People distrust it.

Tip 340: Highlights

You might use highlight in a presentation, but never use red or yellow as both colors can trigger bad moods.

Tip 341: Make a Connection:

Make a connection with the buyer as soon as possible. Find a common ground such as golf or fishing.

Tip 342: Don’t Hesitate

Hesitation in your voice sounds like you’re unsure about your product.

Tip 343: Don’t Show Insecurity

If you want your customer to feel secure about your product then you must show that you are also secure about it.

Tip 344: Spot Buyers

You need to learn how to tell the difference between a buyer and a ‘tire-kicker’ to save time and make money.

Tip 345: Stay Visible

The more you network and advertize, the more visible you are and the more customers you will get.

Tip 346: Publicity

No publicity is bad publicity, so have a press release on a new item, or make friends with a reporter.

Tip 347: Sales Incentives for Staff

Offer your staff bonuses like time off or extra cash, and see how much your profits increase.

Tip 348: Encourage Up-selling

Make sure that your staff is aware of up-selling a product in order for your business to make a little more cash.

Tip 349: The Inside Scoop

Giving customers the inside scoop on upcoming sales will mean they buy something today and come back again for the sale next week.

Tip 350: Customer Tiers:

Make sure your regular customers know there is a difference between them and other customers with loyalty bonuses etc.

Tip 351: Free Samples

Free samples are a great way of increasing sales, especially when there is a complete range of products from the same company.

Tip 352: Be Prepared:

Making a phone call expecting to get voicemail can be a bad mistake, especially if the customer answers and you aren't prepared.

Tip 353: Add 1

Suggest 1 additional item to each customer, and see how many actually do buy it. It's a great way for boosting sales.

Tip 354: Develop Skills

Set 1 day a month aside where you can brush up on your selling skills.

Tip 355: Read

Reading books related to your industry will give you more insight into it and expand your knowledge.

Tip 356: Pause

Sometimes known as the pregnant pause, this will sometimes prompt the customer to say something they hadn't meant to say, and it gives you more insight.

Tip 357: Be Early

Getting to the office early each day gives you more time to prepare for the day ahead.

Tip 358: Customer Suggestions

Suggest an idea to help a customer with his business and build a relationship with him.

Tip 359: Buyer Discounts:

Offering customers something such as \$10 off for every \$300 spent is a great way of getting people to spend more.

Tip 360: Payment Plans

Giving customers the option of a payment plan can make all the difference to a small sale and a large one.

Tip 361: Lay-Away

Offer a lay-away service so that your customers can spread the cost of their purchases.

Tip 362: Don't be Reluctant

If you have to do cold calls then try not to show reluctance and make them when you feel the most energized.

Tip 363: Opening Statement

Do some preparations in advance by writing an opening statement to use when calling.

Tip 364: Beat the Gatekeepers

Gatekeepers, otherwise known as secretaries, stand guard between you and your customer. Make friends with them and gain entry.

Tip 365: Be Persistent

Persistence always pays off, so don't give up after the second or third call. Keep at it!