

# TOP 10 TIPS AND HINTS



## SELLINGSKILLS



### THINK SUCCESS

It's true what they say "It's the thought that counts!".

Think and talk positively, be optimistic and avoid negative people..Our thoughts affect our actions and adopting a positive approach will reap positive outcomes. You will naturally be open to new opportunities.



### GET BUSY

By focusing on your activity and avoiding procrastination the results will take care of themselves. If you feel yourself procrastinating or becoming complacent make a list, putting the simple tasks first to help you build momentum. You'll feel great when you start ticking them off.



### IT PAYS TO ADVERTISE

Your company and personal brand should reflect who you are as a professional. First impressions count and ensuring your brand is up to date across all your marketing channels is imperative. This includes your website, social profiles, business cards, email signature, letterhead etc. Check out what some of your industry leaders and peers are doing for tips on where you need to improve.



### PLAN TO SUCCEED

Creating short and long term plans, setting priorities and giving yourself structure and routine to your work environment will set you up for success.

- Is your office space tidy and organised?
- Can you easily find your reference material?
- Do you have systems in place?

Avoiding chaos will keep your mind calm and ensure you are able to make important decisions without unnecessary stress.



### ASK AND YOU SHALL RECEIVE

When you have a happy and satisfied client take the opportunity to ask for a referral while they are singing your praises. People love to help others and your clients will have friends, family and associates that could use your assistance. But remember, if you are asking for a referral be sure to follow them up. Not only is it a wasted opportunity if you don't but it won't look great if your client has told their contact to expect your call and you don't follow through.



## **MIND YOUR MANNERS**

You will be amazed how good manners increases your ability to connect with others and importantly be more persuasive. Remembering a simple 'Please' and 'Thank you', smiling when you greet them and looking people in the eyes when you address them creates a huge impact. It also puts your client at ease and encourages trust which means they will more likely to open up to you.



## **FOLLOW THE LEADER**

Unknowingly we all enjoying talking with people who talk in a similar way to ourselves. Talking with overtly loud people if we are more softer spoken or talking to someone who we perceive to be a fast talker can put us on edge. To be an effective communicator you must be able to moderate your tone, volume and style of speech to match the other person's. This will encourage your client to continue their dialogue with you and ultimately allow you to get more information from them.



## **LISTEN UP**

There's a reason why we have two ears and one mouth - because listening is twice as important as talking! Your first few interactions with clients should be about understanding their needs, challenges and goals. The best way to learn about your clients is by asking well thought out questions and then listening intently to their answers. If your client asks you a question address their query directly to demonstrate that they have your undivided attention.



## **KNOW YOUR STUFF**

- Make sure you understand your products and services
- Learn about your competitors products and services
- Know what new products and services are launching in the future.
- Keep up to date on your industry's news and best practices.

If you are armed with a solid knowledge base you will be more confident and comfortable talking with existing clients, approaching new and potential clients and solving any potential problems that arise.



## **THE ART OF NEGOTIATION**

Negotiating is a necessary part of the business transaction and can be tricky. By knowing what needs are most important to your client it will help you identify the 'must haves' from the 'nice to have' components of the deal and help you negotiate more effectively. Don't be afraid to say no in some instances if you know what your client is asking for is unreasonable but try to find an acceptable and hopefully more relevant alternative to keep the negotiation active. Consider that with every negotiation you are creating and building on a long term partnership with your client.