

TOP 50 Sales Strategies

1. Become a relationship builder. Make 2 or more proactive outbound calls or emails every day. Call people that could become your customer or could introduce you to someone who could become your customer. This habit of making daily contacts regardless of how well your business is doing will help you make growing your business an everyday activity. Imagine if that number was 10 every day. That would be working on 2,000 new business opportunities every year. Your goal is to make a connection and attempt to build a relationship. Doing so over time will reward you with so many relationships that you will need to hire more people to serve them. Now imagine all of your sales people doing the same thing.....incredible!
2. Become a problem solver. What needs do your prospects and customers have that you can solve with your products or services? Identifying and solving their greatest problem will create Raving Fans. The best way to have your fans promote you is by solving their biggest problems. You will create a trusted relationship that will be hard for any competitor to steal away and your Fans won't keep quiet about you.
3. Become a problem identifier. Many prospects don't even realize that they have a problem or a need. There are 4 types of needs that clients and prospects have; 1. Needs they are aware of that someone else is solving, 2. Needs they are aware of that you are solving, 3. Needs that they are aware of that no-one is currently solving, and 4. Needs that they are unaware of. Your best opportunity is to help them recognize and solve the need they were unaware of. Your next best opportunity is to solve their unmet need that they are aware of.
4. Give prospects and customers real examples for how you have helped others just like them. The better you can paint the picture of how you have helped other clients will lend credibility to your message. Your real-life story will help your prospect better understand how you help clients like them succeed. The more applicable your story is to their situation, the better they will be able to understand how you can help them!
5. Differentiate yourself. Know your competitor's products and pricing as well as your own. You will likely need to demonstrate how you are different. What makes your product or service better or more unique is a way that will cause them to choose your product over others. If your price is slightly higher, maybe you offer more flexible or convenient terms, or maybe you have an extended warranty with your product that justifies the price. You need to be able to articulate why you.
6. Sell your ROI. Where it is possible to prove your return on investment, use it. If you can show a customer that by investing \$1,000 in your product or service will earn them back \$2,000 in the next year if they do the same business, it should be an easy sale. How many investments allow you to double your money in 12 months? If you are selling machinery or technology that will be used over multiple years and implemented gradually, you will need to consider the lifespan of your product. How many years to break even on their investment and what is their expected annual return over the lifespan of your product?

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7. Make a compelling statement to your decision maker. I have an idea that can help you grow your business by as much as 10% over the next year. Would that be of help to you? Your message needs to contain a WIIFM, "What's In It For Me, statement". The only way to grab the attention of a high-level executive is to have a message that compels them to listen and make time for you in their busy schedule. Be great at developing compelling statements.

8. Sell yourself first. Your real differentiator when positioning yourself to clients isn't products, it's you. When what you stand for and what you look for in choosing a company to work for align, you can enthusiastically share your company's values and practices with customers. You will be connecting with them on a relational and emotional level that will give you a firm foundation for building and maintaining a life-time relationship.

9. Don't waste your prospects' time. Get to the point as quickly as possible. Learn what you need to learn and then get to the point of how you can provide or create value. If you can accomplish this in 5 to 10 minutes, you stand a good chance of continuing the conversation. If it is obvious the fit isn't right, call it quickly. Your prospect will appreciate your integrity and not waste their time. It may keep the door open for future opportunities where the fit may be right.

10. Be authentic. Study your message so you don't need a script. Be yourself. Tell your own story, not someone else's. Make it personal and passionate. A great story with just the right amount of emotion to connect at a heart level with your prospect is a great starting point. Your goal is to make a genuine connection. People choose to do business with someone they know, like and trust. You can't get there without authenticity.

11. Do your homework. The better you know your client, their business, their financials, and the makeup of their business the more you can help them. The deeper your knowledge of their industry, the better the quality of conversations you can have. Make it your business to understand their business. Use Google to learn about your prospects, their company and the industry. It is often amazing what you can find to build your knowledge and understanding of their business. When you do, you can have an intelligent conversation about what they need and how you can help!

12. Set Goals. Have a goal for your year but break your goals down into weekly and even daily goals. When you know what target you are shooting for this week, you are more likely to hit your goal than if you look at an entire year's goal. Once you have broken your goal down to a weekly and daily goal, outline the activities you need to pursue that will likely help you achieve your goal. How many cold calls? How many follow up calls? How many appointments, etc. You now have an outline of an action plan for weekly success. Then prioritize your activities based on which ones have the best success track record. Keep going for the entire week. Don't quit when you hit your goal. When you experience a successful week, try to keep your winning streak going. Double down on your efforts and see if you can make a good week into an **OUTSTANDING WEEK!**

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13. Prioritize and re-prioritize your tasks daily. Knowing what the priority work every day is can help you keep your focus and keep your energy directed to the things that will drive your success. Too often sales people get distracted by all the surrounding noise. Emails, voice mails, Facebook, LinkedIn, etc. These are normally the first things looked at when you begin your day and they will distract you from what really matters. Keep your focus by giving your time and attention to the priority work. You will only know what that is if you take five minutes every morning and plan your priorities.

14. Evaluate your progress regularly. Goals provide you with your desired destination. Evaluating your progress is like checking your progress on your GPS. Are you making the progress needed? If not, you need to do something different. Don't go an entire year or even an entire month continuing to miss the mark. Make corrections along the way. If the prospects you are focused on aren't converting to sales, then either your prospect list needs to change or your sales technique isn't working. Get some coaching and feedback to figure out what course corrections are needed to meet or exceed your goals.

15. Set Challenging Goals. Your goals shouldn't be a slam dunk. If you hit your goal by the 3rd quarter last year, setting the same goal for this year is a joke. You need to aim higher. The best salespeople use goals to challenge themselves to make a greater sales impact. If you are paid commission on your sales, the rewards for shooting higher are worth it. Figure out who is the best salesperson in your business and strive to exceed their results. Learn from their approach and techniques to build your own success roadmap.

16. Turn sales goals into activity goals. How many contacts do you typically have to make to get a sale? How many sales do you need to reach your goal? Focus your attention on the activities needed to succeed. See if you can improve your success ratio or the size of your sale over time. Both will allow you to exceed your goal. When your activity level exceeds what is needed to reach your goal, and your success ratios will improve. Reaching your goals will be easier than ever. Then it's time to shoot even higher.

17. Identify your best targets. Keep track of the kinds of contacts that you make and the results from each. Learn where your biggest wins come from and why. This may be a niche that is worth pursuing on a more intentional basis. This may be your best source of leads. Learn from your experiences and then re-prioritize your attention on prospects that have the greatest potential payoff. It may show up in your success rate, deal size, margin on the deal, etc. Study your past success to learn how to target your best future opportunities.

18. Analyze your sales trends from last year. The purpose of this analysis is to better understand your sales cycle. It will help you identify issues and roadblocks along the way. Where did your sales come from last year? Were most of them from existing customers or new customers? How long did it take to close your average sale with an existing customer and with a new customer? Where did your best leads come from? Who are your best and worst customers – why? Why did you lose opportunities to the competition? How can you overcome

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these challenges this year? Do you think your success rate can be improved this year? Write down your ideas for improving results for this year.

19. Learn from your past obstacles and roadblocks. Knowing why deals fell apart can help you outline strategies for overcoming these obstacles. Take a careful look at each of the past deals that were derailed at some point. What tactics or strategies can you use to overcome these obstacles when they present themselves in future deals? Be prepared with a list of expected obstacles for each type of sale. Know how you plan to address them before they happen. If one obstacle is a constant roadblock, get help from your best sales team members in addressing the problem. Make it a team case study to improve your own results and those of your team.

20. Test new sales processes and strategies. I have often seen sales people chase the latest sales trend and abandon what has helped them succeed. Often the new trend isn't all that was promised. Thus, your sales fall flat. By taking time to test out these strategies versus jumping all in, the month won't be a train wreck if the idea turns out to be a flop. Don't quit what is working until you have proven that the new process or strategy works even better. Then go after it.

21. Ask for feedback from clients and prospects. Let them know you value their feedback as a way of improving your products, processes, delivery, pricing, etc. You are looking for long term partnerships that are built on transparency and trust. The best way to get there quickly is to ask for feedback, listen, and apply what you can. Progress or changes driven from your customer or prospects feedback will earn their trust and loyalty. That is a great foundation to build your current and future sales on!

22. Know your process. Every organization has a process that deals need to be shepherded through. Know your process extremely well so that you can guide your customers and prospects through it. Your job doesn't stop with the order. If your new customer becomes frustrated with your process following the order, they may still cancel, or not reorder for sure. Be available and be their guide to help them get to know and understand your process so that future orders go smoothly.

23. Identify your ideal client. Then create a persona for that ideal client. The persona will help you understand the specific characteristics and demographics of your ideal client. Now find as many prospects as you can that look like this persona. Learn what makes them tick. How do they make decisions? What are the most critical factors to them in making this purchase? Learn as much as you can about them. You will then be much more prepared to meet their specific needs, deal structure, timing, financing, etc.

24. Ask for referrals. When you have just created a new satisfied client, there isn't a better time to ask for a referral. Check their LinkedIn profile for connections that you would like to do business with if you haven't already discussed this with them. Then ask to be referred

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specifically to that person. Get a warm introduction to the prospects you want to do business with.... not just anyone.

25. Customer Retention is important. Keeping the customers you have developed a relationship with over time is critical. Studies from the U.S. Small Business Administration and the U.S. Chamber of Commerce show that acquiring a new customer can cost as much as five to seven times more than simply retaining an existing one. Make sure that you have strong customer retention practices in place. By staying proactive in valuing and keeping the customers you already have, you will be making a major contribution to your company's bottom line.

26. Stay connected with the rest of the organization. Salespeople need to understand how the rest of the company delivers on their promises. If you make a promise to a client, how is your company following through? It is your reputation at stake along with your companies. Stay connected with the rest of your organization so that you don't over promise and under deliver. It is a reputation killer for you and your company when you get it wrong.

27. When customers leave, find out why. Your customer has a reason why they left. So why did they leave? You will learn more about your sales process and your company's ability to deliver what your clients need by talking to a customer that has left than a satisfied customer. Learn what went wrong so that you can address it. Maybe it was a service problem that wasn't resolved in a timely fashion. By learning your company's strengths and weaknesses, you can find ways to remain competitive. When you make the changes needed based on your current and lost customer experiences, you will be more competitive going forward.

28. Sell more to your existing clients. If your current clients love you and your service, what other products can you show them that will help improve their business? Ask your existing clients what products you offer are they currently buying from your competitor and why. Often they aren't even aware that they are missing opportunities to do more with you. If another part of the organization is making those purchases, ask for an introduction from a satisfied client to the other part of their organization that uses these services.

29. Work on your weaknesses. Identify your single greatest weakness that impacts your ability to sell more. Decide to become absolutely outstanding in that area. If you don't know your greatest weakness, ask your boss or hire a coach to help you. Take their feedback seriously and write it down as a goal to improve your skills in this area. Get the training and coaching you need to become an expert. Work on making improvements daily.

30. Know what motivates you. Is it money, recognition, or just the satisfaction of winning a deal? Understanding what motivates you to act every day will help you and your boss stay focused on the kind of feedback that keeps you operating at your peak. Knowing what keeps you going on the days where progress seems impossible is important. Figure it out. What will

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keep you in the game when others are discouraged? Knowing what drives you may make all the difference in winning a deal when others have given up on it.

31. Establish a weekly rhythm. Most of us are creatures of habit. If we create great habits, we will be able to accomplish great things. So, help your sales team members establish great sales habits. For example: Make 2 proactive sales contacts first thing every morning. Make 2 weekly face-to-face appointments every week. Make 2 warm referrals to someone else every month. This 2 x 2 x 2 behavior will create great habits of making proactive contacts. Track it every day. Know how many consecutive days you have gone without missing your 2 x 2 x 2 behaviors. Reward team members for the longest uninterrupted run.

32. Build a trusted sales team. Trust always begins at home. Your salespeople need to trust you and your company before they will be able to build trust with customers. Make sure that you take the time to build a personal relationship with each sales team member. Earn their trust by being transparent and doing what you say you are going to do. Support them. Give them the training and coaching they need to earn their trust. Once you have it, remember that trust takes time to earn, but can be lost in a second. Guard this trust closely. Keep adding to your trust account. Make sure that you aren't making unintended withdrawals from your trust account by letting them down, or not keeping a commitment, not following through in a timely manner, or even worse, saying something negative about them to their peers. When your sales team trusts you, they will be able to transfer this trust to your customers.

33. Teach strategy, but coach skills. Skills, often life-skills will get in the way of your sales people's success. For example, a person who is often tardy may be perceived by clients and prospects as disrespectful of their time. A person who is more focused on getting through their presentation rather than answering the prospects questions may be perceived as a poor listener. Either can get you uninvited from the sale. Life-skills may make or break your sales person's success. Focus your time and energy on ensuring they have the right skills to be successful. When something is getting in the way.... coach them through it for better outcomes.

34. Mentors add value. Regardless of your level of experience, the right mentor or coach can help you stay focused on the activities that matter most and help you work on improving your greatest weaknesses. When mentors see you in action, their observations and feedback can help you overcome your greatest obstacles and help you achieve extraordinary results. Even the greatest athletes hire coaches to help them hone their skills and techniques. Professionals hire a coach amateurs don't.

35. Know the decision maker. You often won't get the opportunity to talk to the decision maker in the sales process. But, that makes it even more important that you learn to address their needs through the person you do have contact with. Start by asking your contact a few questions like; What will be the key driver in making the purchase decision. Who ultimately will make this decision? What will be their greatest concern? What will be needed to convince

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them to buy from us? If they don't know, consider having them ask the decision maker. This will make the decision much easier on everyone and increase your chances for a win.

36. Create a sense of urgency. You can attach a deadline to a deal to help give the client the incentive to decide. It doesn't mean rushing the customer, it simply means you are giving them an extra reason why your product or service is the right choice and the right choice now. One compelling reason that I have used is turning their gains into pain is by showing them how every day that they delay making this cost-saving decision, they are losing \$\$\$ that could be flowing to their bottom line. Having a reason to act now is a good differentiator that may get them to swing the deal your way sooner.

37. Learn to listen. Salespeople often do all the talking. More effective salespeople ask questions and listen at least 50% of the time. Take good notes to show your interest and to learn as much about your prospect as possible. Observe your prospect's body language while concentrating your attention on what the prospect is saying. Note when they appear that most relaxed and at ease. What stood out about that part of your conversation? This could be a great insight about how you can build a relationship with this prospect. Remember, you win when you are listening. I tell students in my training classes, telling is Selling. Asking is Helping. Your clients would rather be helped than sold.

38. Follow up. Write thank-you notes. Call your customer after the sale to make sure they are satisfied. Set a proactive follow up schedule that your client agrees to. Make sure it makes sense. Ask permission to follow up. For example; you could ask your customer the following: Would you mind if I call you in 3 business days to make sure we got all the paperwork completed that we both need? After that contact ask, would you mind if I call you back in two weeks to make sure everything was installed and is operating to your satisfaction? After that contact ask, would you mind if I call you back in 2 months to make sure that we cover the other features of this product to ensure you are getting the most out of it? Communicating your follow up approach and plans for staying in touch with the customer, in advance of their purchase, can take some of the fear out of their decision as well.

39. Offer a 100 Percent Guarantee. When you let your customers know that their satisfaction is guaranteed, you can overcome most of their objections. Your guarantee can be a significant differentiator that helps them choose you over the competition. Keep it simple like; You will be thrilled with our product and service or we will redo it at our cost.

40. Give your prospect choices. Ask would you like to purchase this in black or in silver rather than closing with how does that sound. When your client gives you their choice of color, write the order. They have given you the green light that they are ready to buy. Mentally they have made the commitment to purchase from you. They have said yes, so close the deal.

41. Use testimonials. When your past customers have written or recorded a testimonial for you, it can be used to open the initial conversation with new ones. Having satisfied clients lends

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credibility to what you say next. Letting your client tell their story about a great experience is better than you telling it. You can use testimonials many ways in your sales process. Ask for them as often as you can. If a client won't give you one, they may not be as satisfied as you think. Then you have reason to make sure they are 100% satisfied.

42. Make effective presentations. It is important to make a creative and compelling sales presentation to your customers. Your presentation should create a compelling need in their mind for your product or service. That compelling need must make them want your product or service more than the money it will cost them. I think the most compelling sales presentations are brief and quickly get to the compelling need and how you can solve it.

43. Give your customers the inside scoop. If you are going to have a sale on one of your products soon, let them know when. They will be happy to hear about it and may choose to stock up on your product. This approach builds trust and shows that you are not out to nickel and dime them. You are working to ensure they get the best deal. That is much better than finding out they paid full price yesterday and today it is 25% off. That will likely leave a bad taste in their mouth and they will lose trust in you.

44. Don't give up. Sometimes prospects have a great relationship with another provider. But, sales people leave and relationships are disrupted. Change creates a new opportunity. The only way you will know that change has occurred is if you stay engaged. I tell my clients, NO doesn't mean NOT EVER. Most often it just means NOT NOW. Try to position yourself as #2 if your prospect is satisfied with their current provider. Let them know you are ready to act if something changes. The only way to get to #2 with the possibility of becoming #1 is to stay in touch.

45. Become a trusted advisor. To earn their trust, you must have knowledge of the buyer's business and industry so the buyer can trust that you know how to effectively use your products or services to solve their needs. You must listen well to correctly interpret and understand the help they need. You must convince the buyer that you won't do anything that is not in their best interest, even when that means not selling as much as you can. When your product doesn't meet their need, tell them where they can go to get that need met. Then their trust in you will grow.

46. Build case studies. When you have a great relationship with a client, ask them to help you build a case study on how you have made a difference in their relationship. This is a great sales tool for you and can also be a great boost to your client's career and ego. I have often found that clients are honored when asked to be a reference. Using them as a case study is an even greater honor. Case studies build credibility with your prospects when your client signs off that the benefits are real.

47. Get face to face. Most sales and lasting relationships are built face to face. The cost of all other kinds of print media don't generate the returns that face to face meetings do. Getting one

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on one is where you build relationships and trust is built. When face to face is not an option, the phone is your next best choice. Showing up however, is still the best way to maintain lasting relationships.

48. The first objection is rarely the real one. You must address objections. To get to the prospects real objection, you will likely need to overcome their first one. When the prospect wants to say no, they are often looking for the easiest way out. This often isn't the real reason. You need to go deeper and identify their real objection before you can move forward. You may need to ask what is keeping you from moving forward several times, and deal with those issues, before you get to the real reason. Until you find the real reason, you don't have a shot at the deal.

49. Avoid over-educating your prospect. Your initial goal in selling to a prospect is to find out why and under what circumstances they will buy from you. Asking great questions must come first. Sharing your materials and specifics can come next. Learn as much as you can about your prospect to meet their needs. Share with them how your product or service will meet their needs. Worry about educating them on all other aspects of your company and services tomorrow.

50. Get the facts from your prospects. Find out what they need and why. When your prospect is vague, politely ask for clarity. When you have been selling for a while, you may think you have seen it all and jump to conclusions and begin selling before you know what your prospect really needs. You may find out that you solved a little problem with a little sale only because you assumed you knew the rest. The reality is that you may have left the huge opportunity for someone else.

51. Address problems as soon as they arise. If you try to sweep problems under the rug in the hope that your prospect doesn't figure it out, you are playing with dynamite. The deal may blow up in your face and you will have completely lost your integrity with this prospect. On the other hand, if you address the problem before it erupts, the prospect will respect the fact that you identified a problem and shared it so that together you could solve it. You will earn their trust and respect using this approach.

52. Delays happen so manage them. It is your job to manage through them. Don't blame your prospect for stalling. Often they don't know what needs to happen next or they don't have enough information to coordinate a final decision within their organization. That's on you. Make sure your sales process is clear. Make sure that everyone knows the next steps that need to be taken. Make sure you have identified all the information that your client needs. Then you need to do the same thing on your end to ensure that the sale goes through smoothly.