

Sales Tip Sheet 7 –The A-Z of Selling

A	Attitude	Selling is all about attitude –positive not negative. People warm to positive attitudes, so what’s yours like today?
B	Belief	Belief in yourself, your Company and it’s products and services is vital in persuading prospects to buy from you.
C	Closing	Arguably the most difficult step in the sales process. Many sales people hate closing, as it may lead to failure or rejection. Always look for opportunities to close from the start of the process.
D	Decision makers	Always establish exactly who the final decision maker is. Too many sales people spend time talking to the wrong people in an organisation!
E	Effectiveness	Are you efficient or effective? Are you doing things right or doing the right things each day?
F	Focus	Focus only on your priorities, what matters or what adds value each day. Seek to eliminate all time-wasting activities.
G	Goals	Successful people always have clear goals written down from the start, detailing what they want to achieve.
H	Hard work	Ultimately, selling is a numbers game; the more effort you put in, the more results you’ll get.
I	Impressions	First impressions are everything, whether it’s on the telephone or walking into a customer’s office. What first impression do you feel you convey?
J	Judgement	Always keep a level head! At the first sight of an order, many sales people forget to question the viability or profitability of taking on the business.
K	KISS	Keep it simple stupid! Too many great selling messages are obscured by technical jargon or overpowering PowerPoint presentations.
L	Listening	Sales people love the sound of their own voices! Take time to listen to the customer and really understand them and their needs.
M	Milestones	Selling is a journey. It’s about following a sequential set of milestones and closing each one before moving on to the next.

N	Needs	How well do we understand our customer's needs? We can only really present (i.e. sell) to someone once we have fully explored both their personal and commercial needs.
O	Opportunities	You can never have enough business. Customers leave for a variety of reasons and often without telling you, so keep your eyes open to sales opportunities at all times.
P	Planning	Ultimately sales are lost at the planning and preparation stage. Plan to get it right first time, every time.
Q	Questioning	Use <u>open</u> questions to fully identify and understand customer's needs and wants.
R	Research	Spend time researching your markets, customers and competitors before making the first sales approach.
S	S.M.A.R.T Objectives	How SMART (Specific, Measurable, Achievable, Relevant and Time-related) are your objectives, plans and actions?
T	Tenacity	Are you a terrier dog holding on for that order, or do you give up at the first sign of rejection?
U	Unforgettable	What makes you and your Company different, memorable and unforgettable? Knowing this will help you in the development of your selling messages.
V	Value	Buyers know the price of everything, but do they recognise the value of dealing with you and your Company. Always sell value not price from the outset.
W	Words	Too many people ignore the power of words. Carefully chosen positive words and phrases can have a significant effect on the outcome of a sales call.
X	X-Factor	Sales people are not born with a special chromosome, that certain x-factor. They acquire the necessary knowledge, apply the relevant skills and support it with their positive attitude.
Y	You	Be yourself; people buy from people, so acting naturally will always be your best asset.
Z	Zero tolerance	Never accept second best in any dealings with your customers –it will come back to haunt you. So get it right: first time, every time!