

Making Waves to Close the Deal

Ten Techniques for Wave-Making Sales

Your prospects want to buy from a confident and well-informed representative. They will find assurance in your ability to understand their needs, to show your expertise of the products and service you offer, and to present them with real solutions.

In every phase of a sale, you should show confidence. From your email messages and sales letters to your brochure and your website, the confidence you have in your business should be evident. Communicate as if you know that your prospects want what you're offering and will buy what you're selling.



Marketing Fact:

If your marketing materials don't match your stellar sales techniques, you'll find it harder to convince your prospects to take you seriously. Make sure your sales literature reflects your confidence in your products and services.

- 1. Attitude is Everything:** Stay positive that you are offering the best solutions for your prospects.
- 2. Build a Relationship:** Connect with your prospects and build a rapport by really listening to them so that you will fully understand their situation and their needs. Ask pertinent questions. Put yourself in their shoes.
- 3. Be Empathetic:** Demonstrate your knowledge of their specific situation and present them with valid solutions.
- 4. Remain Likeable:** Avoid the hard-sell approach and simply communicate with your prospects on how what you're selling will benefit them.
- 5. Get Excited:** Be enthusiastic about your products and services. Enthusiasm is contagious.
- 6. Be There:** Constantly look for ways to serve your customer by being accessible and a valuable resource of information.
- 7. Have the Answers:** Respond to any questions your prospects ask with specific details and more questions of your own to show you're dedicated to meeting their needs.
- 8. Bend Over Backwards:** Work to fit your prospects' budget, delivery requirements, and unique specifications. Provide options and choices.
- 9. Take the Pressure Off:** Offer a free trial, demonstration or guarantee to alleviate any perceived risks your prospects may have.
- 10. Stay Aware:** Tune in to the signals that indicate when your prospect is ready to buy and act on those cues. Pay close attention to the questions they ask to hone in on their specific interests.