

# Sales Techniques (That actually work!)

## FIRST SOME FACTS ABOUT SALES:



18% of the sales fail in the last step



All companies lose between 10%-30% of their clients a year



80% of the company income comes from their sales department



91% of the worldwide sales are made by phone



47% of people state having bought something although they have been served by a bad seller



63% of people requesting information about your product or service 1st time, will not buy for at least 3 months



20% will take more than 12 months to purchase after first contact



Only 20% of leads get a follow up call

80% are lost

## HELPFUL TECHNIQUES:

Only 2% of sales occur at the first meeting, meaning the remaining 98% of sales will only occur once a buyer has built up a certain level of trust in the seller. The below strategies have been developed to help sellers create better relationships with a potential buyer.

### BELIEVE IN YOURSELF AND WHAT YOU'RE DOING TO HELP YOUR CUSTOMERS

Nobody will buy anything if the person trying to sell doesn't believe in their product. Confident salespeople are more successful for a reason.



### CRAFT A COMPELLING SOLUTION

Buyers need to be convinced. Show buyers how your solution will help them achieve their desired outcomes.



### SHOW POTENTIAL RETURN ON INVESTMENT

Paint a clear picture and believable picture of the results an investment will bring.



### MAKE CONNECTIONS WITH PROSPECTS PERSONALLY

Make connections with potential buyers. People like buying from people they like so maintaining a good business relationship through personal connections is important.



### USE MULTIPLE MEDIA TYPES

It takes an average of 7 times just to get a cold prospect to agree to have an initial meeting.

If you give up after leaving just 3 voicemails or sending 3 emails, you're not even giving yourself a chance to succeed.



### COLLABORATE WITH PROSPECTS

Buyers want to be part of the solution. You need to work with buyers to develop solutions that achieve mutual goals.



### EDUCATE PROSPECTS WITH NEW IDEAS AND PERSPECTIVES

All buyers like sellers who bring value to the table, so you need to do more than just sell. Expand buyers' visions and give them new ideas that can change their train of thought.



### LISTEN TO PROSPECTS

All sellers listen to buyers. However, try and do a better job of actively listening by asking questions and following up in ways that show you have full understanding.



### UNDERSTAND PROSPECTS' NEEDS

Make sure you understand what you know the prospect's needs and how they are not just your own goals.



### HELP PROSPECTS AVOID OBSTACLES

Be honest with buyers about the potential obstacles that can occur before and after they buy. Just as important is to show how the obstacles can be avoided.



## 5 TRAITS EVERY GOOD SELLER SHOULD HAVE

CREDIBLE

PROFESSIONAL

TRUSTWORTHY

LISTENER

EXPERIENCED IN INDUSTRY



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# Sold On Selling Skills Techniques Howto Series

**Tobias Bleicker**



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