

## **5 Simple Selling Strategies Guaranteed to Work**



Would you like to understand selling strategies that work and don't make you look like a "used car" sales person?

Whether you are selling a product or a service to a prospective client, attending interviews or influencing your kids to do what *you* want them to do, you are selling. We are all constantly selling our views and beliefs in life.

The general perception of "sales" or a "sales person" quite often has negative connotations. I saw this demonstrated recently at a seminar I attended. When asked to describe a sales person, approximately 90% of the words used were negative. Statements such as they don't listen; they are pushy; they just want to close the deal and don't care about customer service; and they are arrogant were commonplace.

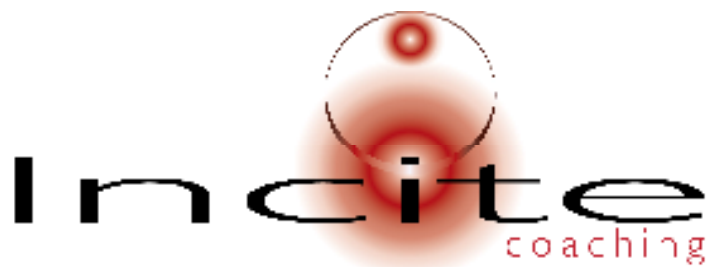
Most people don't like being "sold too", and there is nothing worse than "selling" your product or service to a client, who decides they do not need it right now, only to find out that they bought a similar product the next day from your competitor. So how can you effectively sell without being pushy?

**1) Know your value** – What is your value and what can you offer to your client? What differentiates you from your competitors? Many people underestimate their value or don't communicate this to their clients, expecting them inherently know. If *you* aren't confident about your own abilities and the value you offer, how will anybody else be confident in buying your service or product?

Put yourself in your client's position, why do they come to you? What do you offer that helps them achieve their goals or overcome obstacles? Better still, speak to your clients. Ask *them* why they come to you, what do they value about your service or product? Get a testimonial.

Once you understand the value that you can offer clients, believe it, feel confident about your product/service and then clearly communicate that to potential clients. They will want to feel confident that they are making a good purchase, if you aren't confident about what you offer, they won't feel confident from buying from you and the chances are you will lose the sale.

**2) Develop a relationship** – If you were starting a new relationship, you wouldn't propose on the first date (or you might, but the chances of getting a yes would be very slim). Think of your selling opportunity as a relationship. You need to build trust over a



period of time, so that your client feels comfortable buying from you rather than your competitor. Rapport is key in this process. Rapport is defined as a feeling of mutual trust, understanding and agreement between two people. It is the feeling of being "in sync" or "on the same wavelength" as another person. Renowned Psychologist, Milton Erickson once said "anything is possible in the presence of rapport."

Build rapport by matching and mirroring your client. You can match and mirror a variety of things, including their physiology (e.g. body language, arm or facial movements); their language (e.g. favourite words or phrases, and the pitch or volume of their voice); their breathing rate or blink rate. Remember that the important thing is subtlety, be too overt and your client may think that you are mimicking them.

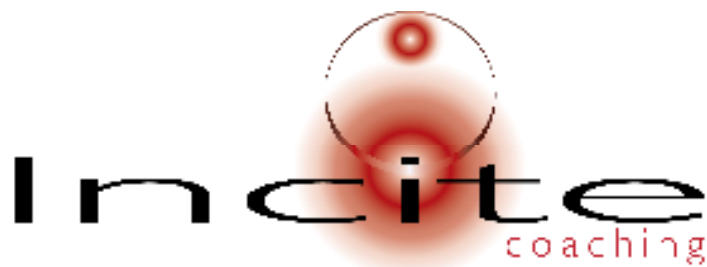
Once you are in rapport, find out about your client. Ask them questions, what is important to them? What are their goals? What obstacles are they up against at present? People like talking about themselves, so allow them to do this. Demonstrate a genuine interest in your clients needs and they will feel valued and important, something that we all like. To further develop your relationship, arrange another meeting or follow up phone call with them. Book it in and gain commitment. Agree that you will complete at least one task which will help them move forward towards their goals or overcome an obstacle that they have been encountering. It may be sending over a useful article or product, speaking to a friend/colleague who may be able to help them or answering a question. Ensure that you complete this task PRIOR to the next meeting in order to demonstrate that you are trustworthy.

**3) Understand your client's need: Sell what you want, give them what they need** – Whilst building rapport and gaining information about your client's situation and needs, begin to think about how you can help them. What is the real problem? What is driving them (e.g. budget restraints, gaining a solution to a problem or time restraints?) How does your product or service help? Create a win/win outcome for both of you, based on both your needs.

If your product or service isn't right for them, explain this and refer them to somebody who can help. This simple act will go a long way to further building your relationship based on trust and understanding. You may feel like you are losing a client now, but the chances are they will remember this event favourably and be more likely to refer somebody else to you.

**4) Overcome risk** – "The critical factor in selling today is risk. Because of the continuous change, rapid obsolescence, and an uncertain economy, the risk of buying the wrong product or service has become greater than ever before." Brian Tracy.

We all have a powerful need for security and this need also translates into consumer security. When selling to potential clients, we need to reduce the perceived risk of purchasing our product. There are a number of risk factors associated with making a purchase, including: the size of the sale, the number of people affected by the buying



decision, the life span of the product/service and unfamiliarity with you, your company or your product/service. So how can you overcome perceived risk? This doesn't necessarily mean having the lowest priced product on the market. Indeed far from it. Most consumers understand that there is a close correlation between price and greater after-sales satisfaction. The key is to providing a low-risk option. Throughout your entire sales conversation, closing, delivery and after-sales follow up, consider the clients' perception of risk. How can you reduce this perceived risk? The information that you gathered about the client, whilst building rapport, at the outset of your relationship will help you answer this question.

**5) Be self aware** – Your body language and the language that you use says a lot about you. At times, many of us can be oblivious to how we are coming across to others. I'm sure we have all been to a party with somebody who was talking a lot about themselves, was extremely boisterous and constantly checking themselves out in the mirror. This person could be perceived by others' as being over confident or arrogant. In actual fact this person may be shy and be overcompensating in order to "fit in" and seem confident.

Being self aware of how you come across to others is vital in the selling process. Not recognising your value and communicating that to your client, or using language such as "I think my product will help you achieve x..." will result in a lack confidence in working with you. Over promising, under delivering and guaranteeing results without any firm evidence, could make you come across like that used car sales man that we are trying to avoid.

By creating relationships, delivering results to match your clients' needs and meeting your commitments, you will soon find that business (and sales) flow, rather than need pushing.

To gain a deeper understanding of how you can develop lasting relationships with your potential clients to increase sales, develop sales strategies or translate this information into other scenarios, such as interviewing, call the team at Incite Coaching today on 02 9560 4407 or email [info@incitecoaching.com.au](mailto:info@incitecoaching.com.au). Visit [www.incitecoaching.com.au](http://www.incitecoaching.com.au) for more information on Incite Coaching and other relevant articles and resources.

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