



**INNOVEST SME**

Accelerating Small Business

# 10 Sales Secrets to Skyrocket your conversions

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*The difference between  
try and triumph is  
just a little umph!*

MARVIN PHILLIPS

# PREFACE

“Sales” is much more than providing the customer with the goods, in exchange for money. Sales involve a relationship not only between the sales representative and the customer, but the company and the customer. There are many traits that customers look for in not only products, but in sales people. Being the only link between the product and the customer, it is important to develop these important traits.

*Timid salesmen  
have skinny kids.*

ZIG ZIGLAR



# EFFECTIVE TRAITS

We usually end up avoiding the pushy salesperson. The one that follows you around the store, asking a million questions. There are many traits in a sales representative that we all avoid. Being that salesperson that a customer wants to see and to talk to takes a little bit of practice. But with these traits, you will become that salesperson, it will eventually lead to the customer making a purchase, and beginning a positive, long lasting relationship with you.

## ASSERTIVENESS

There is a fine line between being assertive and being aggressive. Being pushy and overly aggressive can not only offend but also scare away perspective customers. On the other hand, being assertive, and in tune with the customer's needs, you can draw in customers.

Before you begin the sale, know the objections/concerns the customer may have and be prepared to respond. Give all of the supporting data when delivering the sales pitch. Always be calm, positive, and honest about the product/service. This will convey the message that you are an authority in the field.

**Assertive behavior:**

- Calmness
- Positivity
- Enthusiasm
- Honesty

**EMOTIONAL INTELLIGENCE**

Emotional Intelligence is the ability to identify and control one's emotions, and to recognize and manage others' emotions. In short, being aware of one's emotions and being able to control them, along with having empathy for others, are both signs of emotional intelligence. People with high emotional intelligence are usually better team players, better problem solvers, and overall better "people" persons.

Those with high emotional intelligence are very aware of their own emotions. They know their triggers and are capable of controlling their emotions, even in stressful situations. High emotional intelligence also involves a motivation to understand other's situations and empathize with them. Improving all of these traits is important to developing a high emotional intelligence.

**Traits of a high emotional intelligence:**

- Self-awareness
- Self-regulation
- Empathy

## **SOLVE PROBLEMS**

Sales = problem solving. If you want to be valued by your customers, you have to solve their problems. Customers that need solutions to high priority issues are willing to pay for those solutions. But first, you must identify the customer's problem. What are they missing or needing? Then you must analyze that problem. What causes the problem? What could solve the problem? You then need to formulate several options to remedy the situation for the customer. Which products/services will solve this problem? And lastly, assist the customer in choosing the option that best suits their needs.

## **CLOSE**

The hardest thing to learn as a sales person is to close the deal, make the sale; no matter how you word it, there are many techniques to getting your customer to put their name on the dotted line. After you have presented all of the facts, and the customer wants the product, you may still need to gently push your customer to actually committing to the sale.

One of the techniques used is the assumptive technique. You assume the sale is completed and you say something like, "So you would like your delivery date to be next week?" Another technique is the bonus. Hold back a low cost, high value bonus to purchasing. Use this bonus to sway your customer into the purchase. Another way to close the deal painlessly is to put a deadline on the deal. This works well when offering sale prices. "This sale is about to expire, so I assume you want to take advantage of this pricing now?" would be a good example of this technique.

## PRACTICAL ILLUSTRATION

Toni and Bob are attending a sales training workshop for newly hired sales people. They are learning some of the basics of sales and customer relations. At the end of the workshop, they meet to have coffee and review what they had learned that day. They plan on practicing their closing techniques with team members later.

Bob really enjoyed the session on problem solving. He had never considered sales as being a problem solving position. He thought approaching the sale asking “What is the problem and how can I solve it,” a very good idea to start using immediately. Toni attended the workshop on becoming more assertive. She learned that she doesn’t have to be aggressive to get the sale. She can be enthusiastic, authoritative, and positive to win over her customers.

They both attended the emotional intelligence workshop. They both scored highly in many areas, like empathy and self-awareness. Toni admits she cries easily when stressed, so she scored slightly lower on the self-regulation part of the test. They both admit that they learned a lot and are excited to start using all of the good advice.

*If you are not taking care  
of your customers,  
your competitors will.*

BOB HOOEY



## CHAPTER TWO

# KNOW CLIENTS

Customers expect you to be knowledgeable in several areas. They expect you to know your own product and your company. They also expect you to know something about them and their company. It is also helpful to know about your competition. By doing some simple research before the sales call, you can determine the customer's values, needs, and possibly have an analysis of the needs before you arrive. Being knowledgeable with the customer and their environment is a trait that every sales person needs to possess.

## RESEARCH

Customer satisfaction many times is reflected in the research performed by the sales person. Finding out your customer's opinions is beneficial. Conducting primary research, by collecting data from the customer themselves is usually cheap and quick. This can be as simple as asking them their ideas, their observations, and opinions. Observation of the customer themselves, is also important. If you watch how they handle your product and you can discover what is important in the product, what is the customer looking for, and in turn better take care of their needs.

## CUSTOMER VALUES

What is customer value? Is it the value that the customer adds to the company? No, it is just the opposite. A customer benefits from the product, but at a cost, the price paid for the product/service. Customer value can be simply defined as the traits that a customer requires from their purchases, for the money they spend.

What are some of the things that customers value? Much research has gone into trying to pin down exactly what customer's value. And generally speaking, here are the top five:

- Ease of doing business
- Quality of the product/service
- Reliability of product and provider
- Customer service
- The overall value for the amount of money spent.

## **CUSTOMER NEEDS**

In this age of technology, you almost need to know what your customer needs, almost before they do. The only way to accomplish this, or attempt to, is to understand your customer. Immerse yourself in their world, and understand all aspects of your product in their world. Consider the shipping, the payment, the product's function. You also should fully understand all of the disadvantages to your product's use, and also the choices that may lie with your competition.

Another way to determine the needs of the customer is to simply ask them. Ask their employees if possible. See what their ideas or suggestions are for the product. This will better help you in presenting your customer with solutions and build rapport with the client.

## **ANTICIPATE NEEDS**

Up until now, you have completed the research, and you understand your customer's values. You understand their challenges. What can you do to make your service above average? Foresee the future. Now, none of us have a crystal ball, but we can foresee challenges that may be in the customer's future, and help the client overcome these challenges.

How do you do this? You take a little extra time to make sales calls "just in the nick of time". For example, if a customer has a big event coming up, and is going to need extra paper supplies, make contact with that customer before they call you. Call on your seasonal clients, before the

season starts. This not only beats the competition to the customer, but it will also show the customer that you take interest in them and their world.

## **PRACTICAL ILLUSTRATION**

Tammy decided to find a mentor to help her with the new sales career that she started. Jenna was happy to help and first told Tammy that they needed to review how Tammy viewed her customers. Jenna asked Tammy how much research she had put into her customers. She told Tammy that she needed to research the client and understand their company to understand their needs.

Tammy asked what in specific she needed to concentrate on, while researching the clients. Jenna said to look to find the client's values and what they hold important. Jenna also suggested defining the customer's needs so that Tammy could anticipate those needs. A simple survey or face to face questions could lead to Tammy being able to foresee sales opportunities with her clients. Tammy was extremely thankful for all of the good information, and plans on continuing her mentoring with Jenna.

*The best sales questions  
have your expertise  
wrapped into them.*

JILL KONRATH



# PRODUCT

Now that you have all the desired qualities in a sales person, and you have identified your customer's values and needs, all you need is a product or service to sell them. What is your product? Do you know everything there is to know about the product? How can this information be beneficial to the customer?

### **KNOW YOUR PRODUCT**

Before you can sell your product/service, you must know what you are selling. You need to know your company's vital statistics and your products, both inside and out. How can you answer a customer's questions if you do not fully understand the product? How can you persuade a non-customer into being a customer if you do not know the options that your company offers? Being completely educated on not only the product you are selling, but also the company you are selling for, will be evident to your customers. This will increase the customer's level of trust and hopefully close the sale.

### **BELIEVE IN THE COMPANY AND PRODUCT**

Have you ever had a sales person that didn't believe in their company? Maybe they were unhappy in their position or just didn't like the product.

It influenced you in your decision to make the purchase, didn't it? Being a promoter for the company, can greatly increase your sales. Point out the awards your company received, the high points they received in the last consumer survey, etc.

Know the company that you are working for, know their selling points in addition to the selling points of your product. Be knowledgeable in the product's options, added values, etc. If you believe in your company, your customers will too.

## **BE ENTHUSIASTIC**

Good sales people aren't enthusiastic because of the sale; they make the sale because of their enthusiasm. Where does enthusiasm come from? Can I drink an extra cup of coffee for more enthusiasm? Enthusiasm can be grown, through a few simple steps.

First, be interested. Take an interest in your company, its vision, its products, etc. If you are not interested, neither will your customers. Next, be knowledgeable. Through your knowledge, you can educate your customer to their options, needs, and future needs. Finally, be motivated. You can't sit back on the sidelines, and be enthusiastic. Being enthusiastic means getting out there and showing it.

Enthusiasm is composed of:

- Interest
- Knowledge

- Motivation

## **LINK PRODUCT TO CUSTOMER'S VALUES**

Linking your product to the customer's values can often be the tipping point to making the sale. Being able to offer the same standards to the customer, as they hold themselves too, allows the customer to be able to relate to and support the product. If you want to know what values they hold dear, ask the customer. Questions like "What are you looking for in a provider?" and "What have your challenges been in the past?" can reveal what they feel is important in your services.

Point out what your product includes, things like service, response time to inquiries, quality of product and guarantees. These are all things that the customer values not only in the purchase, but in their own day to day life.

## **PRACTICAL ILLUSTRATION**

Tim called home to tell his Dad about his new sales job. His dad asked him what he was selling. "I don't know. I think they are energy bars." His dad then asked him who his customers were, and Tim answered, "Just some people at the gym." Tim's Dad knew that Tim was not going to sell very many energy bars with an approach like that one. Tim was definitely lacking in enthusiasm. Having been in sales before, Tim's Dad told him these few tips to try:

First, know your company and their products, inside and out. The more you know, the more you can sell. Secondly, you need some energy to your sales pitch. You need to get excited about the product, so that you can get the customer excited about the product. If you can link your product to your customer and their own values, you will be a more effective sales rep. If you try all of these tips your customer will be more confident in your company, your product, and you.

*Begin by always expecting  
good things to happen.*

TOM HOPKINS



# LEADS

The definition of a lead has changed drastically as technology has changed. Some define a lead as a click on a website; others think it's the number of visitors to a vendor booth. But to truly be a qualified sales lead, the customer must have a need for your product or service. Just because the person has an interest in talking, does not mean that there is a sale looming soon.

## SIFT LEADS

Your time is very valuable. Time wasted on leads that go nowhere, is time that could be closing the deal with another customer. You wouldn't try to sell ice to the folks in Alaska, instead sell it the people in Hawaii. Let's say you have a list of names, but where do you go from there? You must prioritize, research, or "sift" through the names to find where your time is best spent. Breakdown the names from least to most profitable.

### **Some of the criteria you should use to do this are:**

- Is this person qualified to make the purchase?
- Is this person interested in making a purchase?
- Is this product really appropriate for the situation?

## **TIME VS. COST OF PURSUING LEADS**

You need to constantly be mindful of the time you spend pursuing your leads. For example, it is not profitable for you to spend hours and miles to visit a lead that will purchase \$20 worth of product. You can however, stop by their shop on your way from the million-dollar sale. You need to keep a positive relationship with the \$20 client, but you can service them, without a lot cost.

After sifting your leads and prioritizing, keep your leads list up to date. Make sure that your contact list is current. Little details like that can steal your valuable time.

## **LET GO OF LEADS GOING NOWHERE**

A solid list of leads is a must have, but in this case, bigger is not necessarily better. In a long list of possibilities, good and bad, the leads that need your attention, could get lost. Letting go of the leads that are not profitable, is a task that needs to be done frequently.

How do you let go? Prioritize your list of leads. First, weed out the prospects that do not need your product or service. Often times, leads are generated from competitors, contests, etc. Get rid of the leads that will never purchase from you. Second, you can lower the priority of those that cannot financially afford your product. Set an alert for in the future, and check on the client at that time. Another customer you can lower the priority on are those that are unpleasant or difficult. These customers

cost you in labor hours, motivation, and your time is better spent with positive leads.

## **FOCUS ON POSITIVE LEADS**

You have your list of leads. You have updated all of the information and contacts. Where do you start? Focus your attention on the positive. Yes, that is a good attitude for day to day life, but you can also apply it to your sales. Focus your attentions on the leads that want to talk to you, not the ones that have no use for your product. It makes no sense, or profit, to spend your time and energy on the leads that lead to negative results.

Get to know the positive leads on your list. Hopefully, you will be able to not only solve their current problem, but possibly uncover other solutions that you may have for them.

## **PRACTICAL ILLUSTRATION**

Andrew just returned from the vendor show with a list of one hundred names of visitors. Feeling overwhelmed, he asks Pat to assist in sifting through the leads. They decide to prioritize the leads first. Pat tells him to focus on the positive leads. Which ones are genuine possibilities and which ones just wanted the free cookies at the show. They go through the list, listing the clients by possibility of purchase. Then they did some research and found out that several of the clients were out of town, and would cost more to call on. The two of them worked on the list until

they had let go of several of the clients that were not financially able to purchase, or were not authorized to purchase. When they were finished, Andrew was not as overwhelmed, and he had a great list to get to work on the next day.

*Nobody likes to be sold, but  
everyone likes to buy.*

EARL TAYLOR



# AUTHORITY

Sales persons that have no idea what they are selling do not have great sales records. Sales reps that know their product, know their business, and are authorities in their field, are the sales people that have the sales records that they can brag about. But what is authority, and how is it acquired? And then once you have authority, how is it used properly?

## DEVELOP EXPERTISE

Expertise in your field can be acquired at any age. Learning about your market, its products and competitors can only improve your sales skills. There are many ways that you can further develop your knowledge. One of the most valuable tools you can use is a mentor in your field. Find someone that is outstanding in sales, and become their student. They have lots of hints and tips that are not taught in school.

Become an expert in your product and the industry. Customers appreciate an expert's opinion. Continue your education, learn the trends, be a sponge when it comes to information on sales and your industry. Watch the experts in action and pattern your own sales techniques after theirs. And finally set goals for yourself. See what the expert sales reps are doing and strive for the same.

## **KNOW YOUR COMPETITION**

By knowing and watching your competitors, you can understand their strategies, and sometimes even predict their next move. It isn't a one-time Google search, but by doing a little bit of research, and using some of the available tools, you can keep up to date with your competitors, and be able to plan your own strategy.

Research your competition. Perform a SWOT analysis from their point of view. Go to their website and see what their marketing strategies are. You can also monitor their social media sites. Here you will be able to not only see announcements the company makes, but you can also see their customer reviews. You can also monitor the other company's key players and their activity on social media. Setting up Google Alerts is a handy internet tool. This will alert you to the movements of the other companies. Staying informed will do nothing but keep you in the race.

## **CONTINUE EDUCATION**

Your industry is constantly changing, technology is constantly changing. You need to learn and keep current on all the changing elements when it comes to your company, your product, and your customer. It is important to continue to learn tips on sales, communication, and the ever changing ways to be contact with your customers. Sound like a lot? Sound expensive? It's not. All it takes is a little bit of time. Subscribe to online trade magazines, surf the net for new technologies and how they could work for you, communicate with the product's developers, etc. There are

many ways to learn more about your marketplace and how it relates to you.

Become an expert in your field. Read the industry magazines, monitor the trends, and go to workshops. If you are able to supply your customer with facts and information can increase the rapport with the customer, and you will be the first one they call when they are ready to make a change.

## **SOLVE CUSTOMER PROBLEMS USING AUTHORITY**

“Solve your customer’s problems using your authority.” All sales tips list this one. But what does it really mean? First you need your customer to view you as an authority. You need self-confidence, and to be assertive. Know your product and use that knowledge to educate your customer on how you can solve their problems. This will help you gain their confidence and their trust in you.

Another way to show your authority in your area is to have several options for solving their problem. Give them several choices to choose from, and then assist them in making the correct choice for their situation. This will also help you gain authority with the client.

## **PRACTICAL ILLUSTRATION**

Carol’s customer does not want to make the big purchase, and would prefer to do some research on her own. Carol tells her co-worker, Cindy and Cindy suggests reading an article in the trade magazine about

gaining authority and using it. Cindy tells Carol to learn everything about the product and all of its options. That way she can teach the client the different choices that can possibly work for them.

Carol went home and looked up the article that Cindy recommended. It also spoke about self-confidence in speaking and being assertive. She knows that she could use more of that when it came to speaking to this customer. After researching several products that could help the client, Carol decides to call on the client in a couple of days and try these techniques.

*Integrity is what we do,  
what we say and what  
we say we do.*

DON GALER

# BUILD TRUST

Building trust with your clients is a key to successful sales. If the customer does not think that you have their best interests at heart, they will not buy from you. Customers buy from the people they trust. To build that trust, the customer must know that you have empathy for them, that you are genuine and honest and that they can trust your product. Using testimonials and customer reviews is one of the many useful tools that you can use to build your customer's trust not only in the product, but in you. Without these traits, your customer will find another sales rep to give their business.



## TESTIMONIALS

Testimonials are useful in that they are evidence. Customers often buy because of the evidence of positive results for others who have made the same purchase. Referrals and testimonials are very persuasive when used during the sale. They are hard core evidence that the product or service was worthy of a five-star review.

Testimonials aren't written in a "tone" coming from the producer or the sales department. They are written in the tone of another customer, something your client can relate to. They usually use industry terms and phrases and are familiar to the client. Testimonials will often times overrule any skepticism that the client may have had coming into the meeting.

## BE TRANSPARENT

Customers appreciate, and look for transparency in their business network, and especially from their sales people. What does transparency mean? It means exactly what you think it does, you are open and honest about everything. You are open about the successes and equally honest about the failures. Customers need to know that you are human, and you have ups and downs just like them. Being open to discussing the bad with the good creates a connection with the client that will build a positive relationship in the future. Transparency shows that you have nothing to hide.

## **BE GENUINE**

First what is genuine? Genuine is defined as authentic, honest, and free of hypocrisy. Authentic people are usually open, have solid self-esteem, and freely voice their opinions. But how does this relate to sales and traits that your customer is looking for? Let's see....

Customers want open and honest sales people. The customer associates upstanding character with people that are genuine and trustworthy. This can only come from someone who is authentic, and willing to talk about not only their successes but also their failures. Genuine people respond to their own internal expectations, and not those of others. Being truthful about your product, your company, and delivering what you promise will show your customer that you are a genuine sales person.

## **TAKE ON CUSTOMERS' POINT OF VIEW**

"Walk a mile in my shoes," how many times have we heard that old saying? In respect to getting your customer's point of view, this old saying says a lot. The best way to make the sale is to understand your customer's point of view. This includes their point of view on your product/service, your company, and also your competitors. How can you gain this knowledge? Get to know your customer.

You know what it is like to be a customer. What is important to you? Quality or price? Find out what is important to your customer. It is probably similar to your needs. If it is not evident, ask your customer. You can do this in a survey, face to face, or email. Listen to your customer and the answers

that they give. Make sure that you listen more than you talk when getting to know your customer.

## **PRACTICAL ILLUSTRATION**

Casey cannot seem to convince one of his best customers that by purchasing from him, they would save money, and be able to easily expand later. Casey has only been in sales for a couple of months and is not accustomed to being told no. To try and get some insight he practices his pitch on his co-worker Steve. Steve realizes quickly that with Casey's inexperience with the customer, he probably hasn't built any trust with the customer yet. He sits down with Casey to try and improve his standing with the client.

First, Steve downloads the customer testimonials that pertain to Casey's product. These will help the customer see the quality that the product offers, just what they value. Steve tells Casey that he has to be transparent, maybe tell the client that he has struggled with the customer's lack of commitment. Casey should tell the client that he genuinely wants the best for them, and that saving money would be the best choice. Casey calls the client and soon has their trust also.

*To build a long-term,  
successful enterprise, when  
you don't close a sale, open  
a relationship.*

PATRICIA FRIPP



# RELATIONSHIPS

Now that you've started in the job that you have desired, it's important to stay focused enough to keep this job long term and maintain your performance and achievements. Simply working the job every day is not enough – you must know what is expected of you and how your boss or manager will measure that for you. You must also know who you can ask for help if you feel that your performance may be slipping and how you can get it back on track.

## LISTEN ACTIVELY

Active listening is a skill that almost everyone needs to develop, but definitely appreciated by all. Active listening is much more than a few “uh-huhs” and “mmms”. Active listening shows your customer that you are hearing what they are saying, that you are engaged, and that you appreciate them and what they have to say.

Active listening is just that, listening, not interrupting, not daydreaming, but concentrating on what the other person is saying, their body language, etc. Active listening involves facing the person speaking, blocking out all distractions, and concentrating on what they are saying. Do not interrupt, instead, wait to speak when the other person is finished or pauses.

### **How to actively listen:**

- Block out distractions, or remove them
- Face the speaker
- Notice their body language
- Never interrupt

### **COMMUNICATE OFTEN**

Have you ever heard the saying, “out of sight, out of mind?” If you don’t see something, you don’t think about it. You do not want your clients to think this way about you. If a customer doesn’t hear from you for an extended time, they assume that you don’t like them, or do not want any of their sales, or their money. There are many ways for you to communicate or check in with your clients. A quick stop in their shop, or a telephone call/voice mail, lets them know that you are thinking of them. Another way to communicate with your clients is to email them the newsletter, or latest promotion that your company is offering.

### **Ways to communicate, other than the sale:**

- Phone call
- Email
- Offer promotions
- Visit other than appointment

## **REWARDS**

Rewarding customers is a great sales tool. It not only increases the communication chances between you and the customer, simply put, everyone likes a present. Rewarding customers does not have to cost your commission, there are many things that you can do, to show the customer that you appreciate their business. Happy customers write positive reviews and glowing testimonials.

Upgrade something for the client, maybe a membership, or their shipping. Give the customer coupons off the next purchase, or contact them early about upcoming promotional periods. Try giving out free stuff like swag; everybody enjoys free promotional products, so keep lots of that handy. Something that speaks volumes is a hand-written note. A quick thank you note will let the customer know how much you appreciate their business.

## **BUILD NEW RELATIONSHIPS**

Building new relationships can be difficult for some people. Reaching out to new people can be intimidating, but necessary in the sales profession. Use your communication skills with every person that you encounter. Don't ignore a client or give them less of their time, just because you think they may not be interested. Go the extra mile to reach out to everyone. You never know when a client will reveal a new problem that you will be able to solve.

After making the connection, you must grow that new relationship. Call on the client, follow up with them, ask for reviews and give rewards. The

way that you would like to be treated as a new client, that is the extra attention that you should give your new customers.

## **PRACTICAL ILLUSTRATION**

Stacy has a new client that just completed his first purchase. She goes to her manager Phil to tell him the news. Phil takes this time to make sure that Stacy knows how to build a good relationship with this client. First, he suggests that Stacy actively listen when the client speaks, listen more than she talks. He also suggested that she check in on the customer periodically, even though they may not be making a purchase. Lastly, he suggested that she send the client a thank you gift, with a note. Rewarding the customers is a way to be memorable, and show the customer that they are appreciated. Stacy left and applied Phil's suggestions. Two weeks later, she had a repeat sale, and a great review online from this customer.

*Nobody counts the  
number of ads you run;  
they just remember the  
impression you make.*

WILLIAM BERNBACH



## CHAPTER EIGHT

# COMMUNICATION

Communication, this is a trait that you can use not only in your work, but in your personal life also. Good communication is something that you learn and then practice for the rest of your life. But there are many ways that you can improve your communication, from sounding natural to a reward system for your purchasing customers. There are many ways that you can reach your customer in a positive way that builds a long lasting relationship.

### **BE PREPARED, NOT SCRIPTED**

If you sound like you are reading a script while you are selling your product, the odds of you making the sale drop immensely. No one wants to think

that they are being read the same speech that everyone gets from you. The trick is to be scripted and prepared without sounding like it. It all begins in how you approach the sale; make it a conversation that occurs between you and the customer. Ask the client questions and genuinely listen to their answers. Do not begin the exchange with exactly how you are going to solve their problems.

Try not to start your conversation with the tired, old “How are you today?” Try to come up with a newer and more personal opening line. “How’s pencil sales doing today Bob?” or a “How’s this week been going for you?” Try to get your main points said, in as few sentences as possible. Do not draw out your sales pitch, droning on and on about your product and how great it is. Always be prepared for the client’s questions. You may not have practiced these questions, but you need to sound prepared, so try and anticipate the questions they may have.

## **USE HUMOR**

Although you need to include all the pertinent facts and options of the product, a good thing to include is some humor. This humor needs to be appropriate for the product and the customer and used occasionally.

Humor can break the ice with a new customer. If the customer comes into the appointment with a bad mood, humor can lighten the conversation, and hopefully help the customer to focus on the product and you. Good humor, when well placed, can make you and your product memorable to the customer and maybe push the customer over the tipping point and into the sale.

## **BE YOURSELF**

One of the best sales techniques that you will learn from this training is to be yourself. Being fake is as obvious to your customer as a scripted sales pitch. Being yourself shows your customer that you are real, that you are genuine, and more importantly, you can be trusted. By being yourself and building trust you are building a relationship between you and the customer.

How do you say, be yourself? That's easy, if you are usually enthusiastic, use that quality in your sales let that light shine. If you just got soaked in the rain and the warmth of the store feels good, tell the client. They will appreciate the fact that you are showing them part of you. What if you do not think that your product is right for this customer? Tell them so but continue to sell. The customer will appreciate your candidness, and possibly be referring you for someone else.

## **THANK AND REWARD**

It's the little things that mean a lot. That sentence says volumes. Customers notice the little things that you do or don't do for them, both during and after the sale. As we covered before, rewarding customers is a simple, cheap, and means so much to the client. It shows that they are more than just dollars to you; they are a person behind the purchase.

A simple thank you note or small box of chocolates can say that you appreciate your client. A "thank you" basket of flowers or a hand written card sent soon after the transaction sets you apart from the competition.

These often forgotten good deeds can often build a positive relationship for future sales.

## **PRACTICAL ILLUSTRATION**

Tom has just come back from an unsuccessful sales call. Sherry, Tom's mentor feels sorry for him and asks him to tell her his sales pitch; maybe she can give him some tips. Tom presents his presentation and quickly Sherry could see what the customer had seen, Tom needs a little help with his communication of his points. Tom says very blandly, "Hi, my name is Tom. I would like to talk to you". Sherry tells him that he doesn't even sound like himself, "You have to be yourself, not the person that wrote that horrible script." She also told him to use some of that wonderful humor that she knows he has. Sherry added that he should also thank each customer and reward them in some way for their time and/or purchases. Tom nodded in agreement and went back to his desk to work on his new presentation.

*Business is like riding a  
bicycle, either you keep  
moving or you fall down.*

FRANK LLOYD WRIGHT



# SELF-MOTIVATION

Learning to motivate yourself, definitely a difficult task often times. Especially if the task at hand is unpleasant or unknown. But motivation is a trait that all sales people need to have unlimited amounts of, at hand and ready at any time. You may even be asked to share your motivation with others. The following chapters will give you tips on increasing your self-motivation skills that can then in turn, improve your sales and life in general.

## VALUE YOUR WORK

You must first begin to motivate yourself, by acknowledging the value of the work that you have completed already. Things like the employee of the month you won, the day you closed ten sales, in other words. Brag on yourself, list the things that you have accomplished and be proud of them. Maybe a post it note on the cube wall to remind yourself that you are extremely valuable.

It is easy to value your exceptional work, but you need to celebrate the not so exceptional occurrences also. Always remind yourself that there are no failures in sales, only learning experiences. Every failure is a time to learn something new, something that you obviously weren't doing before.

Look back and proudly say that this is the day I learned to.....; not this is the day I failed.

## **REWARD ACHIEVEMENTS**

When you first read the name of this section, one may automatically think that we are talking about the customers, like in previous sections. No, this section is dedicated to the subject of you. You need to be rewarded also. Promise yourself a prize or reward when you complete a specific goal, and hold yourself to this promise. Do not reward yourself early, or you will not finish. Just like if you put off rewarding yourself until later, the purpose of rewards is erased.

The reward does not have to be monetary, or time consuming. I find checking the different tasks of the day off of my list as I complete them. I also promise myself a break when I accomplish the task entirely. I also respond well to chocolate chip cookies. What is it that you can reward yourself with for closing that big sale tomorrow? I promise; I will buy myself a new desk calendar, when I get the desk cleaned. Things like this are great self-motivators.

## **FOCUS ON SUCCESS**

Focus on your past successes. Maybe you aren't a particularly boastful person, but to some extent you need to brag on yourself, to yourself. Your past successes are essentially the times that you did everything right! And now you need to replicate that success again, and again, and

again. Maybe you completed a large task one day by closing your office door and getting the work done. Celebrate that and continue the habit.

Why did you get that award or that sale? Was it your winning smile and positive attitude? Maybe it was your motivation in getting not missing a day of work? Whatever it was, it was positive and a reason to celebrate, and repeat the behavior. And finally, focusing on your successes also gives you less time to focus on your failures.

## **DO NOT PROCRASTINATE**

Procrastination, the delaying of an action, the postponing of movement forward. We all have a tendency to procrastinate, especially those things that are difficult, or unpleasant. Procrastination is a negative trait that can lead to many negative results. Sometimes there is procrastination out of the fear of failure; there is also procrastination out of the fear of success. Whichever category you find yourself, here are some steps to fight procrastination and its triggers.

Break large, seemingly unmanageable tasks into smaller steps. If you are fearful of a particular client, first you must get to the client's store. Then you must open the door. Now you must speak to his assistant; see where this is going? Each smaller goal gets celebrated, and the next small goal identified. Another way to avoid procrastination is to schedule your "unpleasant" tasks for the times that you are your best. If you are a morning person, don't schedule the previous appointment for the afternoon.

## **PRACTICAL ILLUSTRATION**

Debbie and Ann are trying to improve their self-motivation. They both decide to do some research separately and met the next day to compare notes. Debbie went online and researched how to value your work, through recognizing your accomplishments and rewarding yourself when goals are achieved. Ann researched how to stop procrastination by breaking difficult tasks into more manageable smaller tasks. She also found some tips on focusing on success by realizing that even failures in life have moments to learn and improve. Both decided to start using these tips to improve their outlook and in turn improve their motivation.

*A goal properly set is  
halfway reached.*

ZIG ZIGLAR



## CHAPTER TEN

# GOALS

Setting goals is critical to your performance. You wouldn't go through life without goals, goals like getting the rent paid, being on time for work the entire month, etc. Just like in life, setting goals at work, both short and long term, are important also. Learning to set "SMART" goals, analyzing your performance and modifying your techniques are all important to successfully setting your goals.

### SMART GOALS

SMART Goals is an acronym for the important criteria for setting a successful goal. **S**pecific – The goal should be specific, simple, and clear. **M**easurable – The goal should be able to be measured, not vague or open

ended. **A**chievable – The goal should be achievable, a challenge, but not impossible. **R**esults focused – The goal should focus on the end result, not on number of sales, the amount of dollars spent, etc. **T**imely – The goal should have a fairly short end time, to allow for maximum performance.

- S – Smart
- M – Measurable
- A – Achievable
- R – Results focused
- T – Timely

## LONG-TERM GOALS

Setting long-term goals is a trait that will force you to focus on your performance, your motivation, your priorities, etc. Long-term goals are generally completed more than a year from now and force you to work to achieve and is practiced by all successful people. Learning how to set effective long-term goals is a trait that can be easily learned and practiced.

The first step is to select the subject of your goal. Next, create a list of possible goals related to that subject. Ask yourself, what would you like to achieve in regards to this area? From this list determine which of these goals is the most important. Which ones may not be as realistic? Finally, take the key goal or goals and refine them into SMART goals. Make sure that they fit the criteria.

## SHORT-TERM GOALS

Long-term goals are good, for example, your five-year plan, but don't forget the small, short-term goals that will get you to that five-year plan. Short-term goals are goals achieved in less than a year. These goals are usually easier to attain, and can be a stepping stone to the long term goal. But they can be completely unrelated too. Use the same SMART goal criteria as you did with the long term goals.

Do you have a subject in mind? I am sure you do. Whether it's increase your sales by 5% within the next two months, or to cold call at least one client a day, write your short term goals down. Keep them handy so you can keep your focus on achieving them.

## TRACK AND MODIFY

You must keep current on your progress on your goals. Keep track of your progress, identify where you may need to put in a little more effort. If you fail to track your goals and your progress, you will probably lose interest, get distracted, or give up. Take pride in the progress you make and reward yourself.

Many times goals need to be modified to better fit the situation. It's okay, goals are not laws. Let's say that you change your jobs and you are now a sales person in the restaurant industry. It's not going to be easy to keep your goals from the shoe business. That's okay, don't give up on your goal to climb the ladder, modify your goals to better fit your new career if that is where your interest lies.

## PRACTICAL ILLUSTRATION

Harold is Julie's manager. He asks Julie to set three SMART goals for the year, in regards to her job. He explained to her the acronym "SMART" goals. She sets her sales goals for the month. Once she had revised her goals to adhere to the SMART goal criteria, they wrote them down and put them in her personal file to be reviewed at the end of the month. He then explained to her the importance of setting both long and short term goals. He explained that it will keep her motivated to learn and achieve more in her career. She asked if they both need to be SMART goals also. He explained that all goals can use that format.

A couple of weeks later, Harold sat down with Julie and they reviewed her goals and her progress on achieving those goals. They discussed putting a little more work into her cold calls to be able to stay on track. They are going to set an appointment for next week to check in again.

*Risk something or forever  
sit with your dreams.*

HERB BROOKS

# CLOSING THOUGHTS

- **Henry Ford:** “It is not the employer who pays the wages. Employers only handle the money... It is the customer who pays the wages.”
- **Charles Schwab:** “A man can succeed at almost anything for which he has unlimited enthusiasm.”
- **Henry David Thoreau:** “Go confidently in the direction of your dreams! Live the life you’ve imagined”





**Rick Chisholm** made history when he single-handedly changed the professional Audio Visual industry by breaking all the rules and capitalised over 50% market share in Australia with very little capital, no partners, mergers or lenders and set up the first franchise operation of its kind in the world in the late 1990's and early 2000's.

As a 7x founder of companies and 30x businesses such as Innovest, AI Machine, Lightsounds, LSW, Light Emotion with revenue in excess of \$300 million and having employed more than 1,000 staff over the last 35 years. Rick is known as the Start-Up and SME Guru and is Author of a number of books including Business Success for Life. Unlike many mentors, he actually walks the talk and has a number of businesses under management in such areas as Automation, Events management, Importing, Distribution, Retailing and E-commerce.

His BIG passion is Business Education empowering Businesses Owners through knowledge and skills. Whilst Rick has experienced great success, he has also endured many failures. Rick has faced and overcome the exact same challenges you are facing now.



**Tala Chisholm** is an SME specialist who has owned and managed several small to medium sized businesses in the last 20 years, several of which were eventually sold. She has extensive experience in the fields of retail, franchising, licensing, dealerships, education, importing, distribution and consulting.

Her expertise lies in building and implementing customised cross-platform database and software solutions for businesses, automation, IT, web marketing, advertising, graphic design, business administration, process refinement and implementation. Her business experience ranges from bricks-and-mortar Giftware retailing to highly technical fields such as Security, CCTV, Entertainment Lighting and Audio sales, hire and installations as well as e-commerce.

Throughout her career she also trained and mentored Franchise business owners as well as internal division managers. Some areas of training included retail operations, management practices, business strategy, accounting, cash-flow, marketing, customer service and IT. She has also headed up the drafting of Operating Compliance Manuals for Franchise operations and implementation of all the elements involved.

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