

Thank you for being a part of our Leadership eXpress community!

9 Sales Tips to build relationships

1. Smile with Enthusiasm

- *Sale with your SMILE!
- *Practice talking and smiling
- *Put Vaseline on your teeth to help you continue to smile
- *Answer the phone with a smile

“GREAT COMMUNICATION BEGINS WITH CONNECTIONS”

2. Listen

- *Listen more talk less.
- *Let them tell their story.

Example: I am a single mom. (she needs money)
I hate my job. (she needs another career)
I love my job. (she needs extra money or recognition)

3. Arouse an “Eager Want”

- *What do they Desire? And Why?
- *What are their pain points and How can you help them?
- *Your words and terms must appeal to them.

Example: If I could show you how to spend more time with your parents would that be something, you'd be open to?
If I could get you educated about a career that you might love would you be open to that?
If I could show you how my friend Tammy loss 8 pounds in 5 days would you want more details?

4. Use Name:

- *Always address people by their name.

Example: Tina how did you want to take care of that today a credit card or cash?
And wait for it.
John is there anything stopping us from moving forward with the process?
Sharon did I answer all your questions?

“GOOD THINGS COME TO THOSE WHO HUSTLE”

5. Avoid Arguments

- *Just be respectful. Even if the client is wrong.
- *Do not argue, criticize or condemn.

“NEVER RUIN AN APOLOGY WITH AN EXCUSE..”

6. If Appropriate Apologize.... “

- *If you make an error say your apology
- *Offer to make it up with an incentive
- *You gain respect by taking ownership.

“PEOPLE WANT TO FEEL HEARD.”

“PEOPLE WANT TO BE VALIDATED.”

“PEOPLE WANT TO BE RIGHT.”

7. Let Customers Sell to Themselves

- *Don't preach
 - *Don't tell people what to do
 - *KEY: You ask questions to steer the conversation until the customer realize that they need your product or service.
- Example: If you had this legal service at your fingertips would you be more comfortable going to sleep every night?
 Tell me what you love about the natural products you've tried today?
 Tell me what would you do with the extra money if you got started?

8. Ask Yourself What's In It For The Customer...

- *Everything you say must be beneficial for the customer.. EVERYTHING!
- Example: Do you see the benefits of taking care of your body every day by exercising and taking supplements?
 Do you see the benefits of taking care of your skin every day to look younger longer?

ASK YES QUESTIONS AND NOD

9. Dramatize your ideas/ funny story/ funny example/ make them laugh

- Example: I was big as a cow before I started taking this vitamin!!
 I can see you on the cover of VOGUE your skin is everything.

The book every entrepreneur should read: By Dale Carnegie
How to Win friends and Influence People.

“REMEMBER TO BE INTERESTED NOT INTERESTING!”