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Axe for sale

The opinions expressed by entrepreneurs are their own. A successful sales presentation starts with careful preparation and ends with a guarantee of customer satisfaction, says Shari Posey, president of Executive Insights, an audio tape company in Long Beach, California that specializes in business products. Her first product is a set of six tapes, Start Up & Stay Up: Success Secrets of 17 Entrepreneurs (Executive Insights, \$39.95, 800-SELF CEO). Here are the top five Posey:1 sales strategies. Save your sales presentation. Creating a sales presentation isn't something you do on the fly, warns Posey. Always use a written presentation. Think of the six main points of sale of a product or service. Develop leading questions to investigate customer responses and must go to each point of sale. This will help you determine what reservations your perspective may have, so you can show how your product or service can meet their needs. 2. Save reservations. Show your perspective you're really listening to what they say by writing down your reservations. This way, you can specifically respond to their disclaimers by showing you how they will benefit from your product or service. For example, saving money, increasing productivity, increasing employee motivation, or making their company names more recognizable3. Offer encouragement for the first time. Offer the prospect of something significant, so if they like your product or service, they will be willing to make a decision now, instead of waiting a few days or postpone the decision indefinitely. Incentives for the first time can include: 10 percent discount when you buy today or With today's purchase you will receive one free hour of consultation. 4. Offer a 100% guarantee. Let your customers know that their satisfaction is guaranteed. A good return policy minimizes customer disclaimers and shows that you believe in your product or service, Says Posey. Product warranties should be unconditional and should not contain hidden clauses such as guaranteed for only 30 days. You can take advantage of the warranty even if you sell the service: Satisfaction guaranteed. You will be delighted with our service or we will convert it at our expense. 5. Close with two options: Instead of asking: How does it sound?, give perspective to your choice. For example, if you sell educational books to kindergarten owners, ask if they want to buy a series of books together or a series of books and tapes. When they specify their choice, write the order. Your perspective is not likely to stop you, Posey explains, because mentally they realize he committed and they said yes. January 1, 2001 4 min read This story appears in the January 2001 issue of Entrepreneur. Subscribe » There are many ways to define a goal and dozens of synonyms for word-goal, goal, goal, purpose, intention and purpose to replace the Goals give us direction and focus. They turn impossible companies into achievable tasks. They help us to maintain our vision clearly and permanently. The goal achieved is not only another step towards a destination- it is a building block in the foundation of success. Successful sellers usually reach for multiple goals at the same time. Therefore, it is important to save your goals and keep them in sight. If you lose sight of them, they will disappear from your mind and you will start to lose information about where you are going and how you will get there. One way to help you focus on the challenges you've set yourself is to remember the acronyms CELE:G:Collect Information. This is a day-to-day sales activity. Not only do you collect information in a general sense (about your industry, market, product or service) to stay up to date with the big picture, but also focus on information specific to one customer or one goal. A: Organizing. Once you've gathered as much information as possible, siily your data and prioritize it. Successful people know that nothing will ever be achieved in one big leap. These are small steps you take, one by one, to help you reach your destination. You also need to prioritize the list of goals. You may find that goals are no longer important, whether because of market changes, changes in your business, or changes in what you want. Constantly explain your goals to make sure you're on the right track. The organization applies to files and materials, as well as the overall action plan. A:Act. Some people get so entangled in saving their goals, they never take steps to achieve them. No matter how distant your goals are, the only way to get there is to take the first step. Top sellers never stop calling, tracking, or sending letters and articles of interest. Find ways to maintain a permanent connection to your clients; let them know that you are always thinking about new ways of serving them. L: Look back and look to the future. Remember the past to see your mistakes and learn from them, but also look to the future. For example, I recently replanted a tree and wanted to put it in a certain place to block the hole. The landscaper moved the tree so it was between two other trees, no longer blocking the hole. He said, You think now; you don't think in the future. In other words, I had to leave room for the trees to grow together, so that they naturally closed the open space. If I planted a tree in the first place, there would not be enough space for it to grow. S:Set new goals. You gather strength through combat, not when you win a reward. We are at our best when we climb, stretch and challenge ourselves. Don't settle for what you know you can reach the next star. Success make sure that the So the best way to continue and stay effective is to always set new goals and start new journeys. Many people are afraid to save goals because it makes the commitment real. But there is no better way to do it. You may need to change the way you collect information, change the perspectives you're calling, or change your working time. Change is difficult; creates obstacles that need to be overcome. But the best rewards in life often come when there is a change, when we have opened up new paths to achieving our goals. The opinions expressed by entrepreneurs are their own. What if you ask a question and the answer is no? What if, after all the research and brainstorming, you have pointed out the need that the prospect may or may not perceive? If this is the case, remove the presentation from the table and start asking questions. As in jujitsu, you can use your own momentum of potential customers to move them in the direction you want them to go. You are there to find out just as you are for sale. (That's the first call, remember?) So keep the door open for the next presentation, including your main sales camera - ears. Here are some questions to learn that you should ask: It's interesting. Could you develop the goals you want to achieve? I appreciate your sincerity. Can you tell me more? Let us not waste time on this particular idea, because it aims to achieve these specific objectives. Tell me what you want to achieve so I can think about another idea. You need to be prepared for this unforeseen one, but you will be surprised how rarely it happens. If you are a diligent, creative salesperson and do your homework before a meeting, the benefits will fit into your perspective most of the time. Besides, if you've gotten that far, the prospect wants to hear your idea before the final verdict is made. Taken from Creative Selling: Increase B2B sales Get discounts on books you love delivered directly to your inbox. We'll present another book every week and provide exclusive offers you won't find anywhere else. Strengthen your business knowledge and reach your full entrepreneurial potential with exclusive Entrepreneur Insider benefits. For as little as \$5 per month, get access to premium content, webinding, ad-free and more! Plus, enjoy a free one-year subscription to Entrepreneur magazine. Discover a better way to hire freelancers. From business to marketing, sales, finance, design, technology and more, we have freelancers you need to take care of your most important work and projects on demand. Sam Edwards/Caiaimage/Getty Images External sales take place in person, while sales inside are done remotely over the phone or the Internet. third-party sellers physically meet with customers in their homes or offices in an attempt to sell their company's products or services to them. Inside Inside every day they go to work in the same office and sell their services or products to their company by cold calls or organizing remote meetings using webinar technology. A day in the life of an external salesperson usually involves a meeting with the boss at the company's main office for a short meeting of the sales order. The third-party retailer then goes out on its own to meet potential customers who show interest in its company's services or products. At these meetings, an external salesperson makes sales presentations to inform and convince her of the prospects of purchasing services or products. The third-party reseller also maintains existing accounts, charging payments and ingounding any customer or product issues that arise. A day in the seller's life inside usually involves arriving at the office on time and attending a short sales meeting. It then makes a predetermined number of sales connections to potential customers. She also emails potential customers with the required information and conducts seminars that are seminars involving multiple people around the world who log into the same web program at the same time to gain knowledge about the product or services. Knowledge.