

Top 10 Tips – How to sell

Supplied by: Action Coach



1. Smile.
2. Use rapport. (Get into conversation)
3. Have a purpose. (Assist the client to make the right purchase)
4. Use open-ended questions. Sentences starting with %How, Why, What, Where, When+%How can I help you today?+
5. Use question softeners. %May I ask?+%Do you mind me asking?+%Is it OK to ask you?+
6. Use the magic question where possible. %So that I can help you best may I ask you a couple of questions first?+Then ask your pre-planned questions.
7. Positive Stroke frequently. %Yes I agree,+%I find that too,+%That would be my choice.+
8. Check temperatures frequently: %Does that make sense?+%Are you with me?+%Is that OK so far?+
9. Assume the sale. (Talk as if they have already purchased the item.)
10. Multiple-choice closures. %Now we have a red or a white one. Which one do you prefer?+

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