



# FRAN'S TOP 10 SALES TIPS

Thank you for subscribing to Fran's sales tips, we hope you enjoy her words of wisdom!

## 1. KNOW YOUR TARGET MARKET

Really understand your target market. Having a clearly defined target market is imperative to your sales plan and without this you will have no direction to the business or know where to start with your marketing.

Think about who would be an ideal customer and what they look like. Ask yourself some questions: Are they male or female? How old? What job do they hold? What industry are they in? Where are they located?

## 2. KNOW THY COMPETITOR

Researching your competitors will help you understand if your pricing is right, if the services and/or products that you want to offer will be of interest to people and how they are marketing themselves.

Knowledge is power!

## 3. WHAT MAKES YOU DIFFERENT?

We have a lot of conversations with our clients about this because they say that they are offering the same services as everybody else and that may well be the case, however, the fundamental difference is YOU!

What is your background and what experience do you bring to the table? Also, remember, people buy into people and if they get to know you, like you and believe that you have their best interest at heart, they will spend their money with you!

## 4. WHAT ARE THE BENEFITS OF USING YOUR PRODUCT OR SERVICE?

To successfully sell your product or service you first need to understand how it will help somebody. Think about what problem or needs they may have and what would bring them to you.

Now think about how your product or service will resolve their problems or meet their need. Knowing this ensures that your customer will understand what's in it for them in buying from you.

This is called the WIFM factor. (What's in it for me!)

## 5. SET GOALS AND WRITE THEM DOWN

Being clear about what YOU want to achieve is fundamental to being successful, but make sure that the goals that you set for yourself are achievable.

## 6. STOP THAT ROLLER COASTER EFFECT

A sales plan is created from the goals you want to achieve. By regularly monitoring (weekly is ideal), what business you have won for that month against what you need to generate, you are able to keep control of the revenue within the business.

This approach stops the roller coaster effect that can happen when you get busy.

## 7. KNOW WHAT THE MOST EFFECTIVE LEAD GENERATION SOURCE IS FOR YOU

When was the last time you analysed where your business comes from? If you know what sales and marketing methods bring you the most business, then just keep doing them! This knowledge, when used in conjunction with your sales plan, again gives you control in your business.

## 8. FOLLOW UP QUOTES

You should be doing this 24 to 48 hours after you have sent them out to firstly confirm that the customer has received it and to answer any initial questions that they may have. If they have not had time to read it, arrange a time to call them back.

Customers WILL NOT call you and why should they? If you want their business, prove it!

## 9. LEARN HOW TO SHUT UP!

When presenting your recommendations and prices, give the customer the details and then shut up! If you start speaking, you could end up talking yourself out of business or talking your prices down.

## 10. DON'T DROP YOUR PANTS TOO SOON!

This is our affectionate term for negotiating and we use it to get people to remember not to negotiate without challenging why the customer wants to do this? Ask their reasons, present the benefits of your product/service again and if they still want to “haggle”, take time out to think about it!

