

6 Ways To Achieve Excellence In Sales

In today's hectic business climate to truly excel in any selling situation, you must have confidence, and confidence comes, first and foremost, from knowledge. You have to know and understand yourself and your goals. You have to recognize and accept your weaknesses as well as your special talents. This requires a kind of personal honesty that not everyone is capable of exercising.

In addition to knowing yourself, you must continue learning about people. Just as with yourself, you must be caring, forgiving and laudatory with others. In any sales effort, you must accept other people as they are, not as you would like for them to be. One of the most common faults of sales people is impatience when the prospective customer is slow to understand or make a decision.

Learning your product, making a clear presentation to qualified prospects, and closing more sales will take a lot less time once you know your own capabilities and failings, and understand and care about the prospects you are calling upon.

All of us are selling something all the time. We move up or stand still in direct relation to our sales efforts. Everyone is included, whether we're attempting to be a friend to a co-worker, a neighbour, or selling multi-million dollar real estate projects in Dubai. Accepting these facts will enable you to understand that there is no such thing as a born salesperson. Indeed, in selling, we all begin at the same starting line, and we all have the same finish line as the goal—a successful sale.

Some things are easier to sell than others, and some people work harder at selling than others. But regardless of what you're selling, or even how you're attempting to sell it, the odds are in your favour. If you make your presentation to enough people, you'll find a buyer. The problem seems to be in making contact—getting your sales presentation seen by, read by, or heard by enough people.

Getting up; doing what has to be done in order to sell more units of your product; keeping records, updating your materials; planning the direction of further sales efforts; and all the while increasing your own knowledge—all this requires a great deal of personal motivation, discipline and energy.

Here are 6 ways to achieve sales excellence that will improve your selling skills.

Get the prospect "into the act"

If the product you're selling is something your prospect can hold in their hands, get it into their hands as quickly as possible. Let them feel it, weigh it, admire it and want it.

Don't stand or sit alongside your prospect. Face them while you're pointing out the important advantages of your product. This will enable you to watch their facial expressions.

When you can get no feedback, dramatize your presentation to get them involved. Stop and ask questions such as, "don't you agree that this product can help you or would be of benefit to you?" Wait for the prospect to answer.

Time is money

Allocate only so much time to each prospect. The prospect who asks you to call back next week, or wants to discuss similar products, prices or previous experiences, is costing you money. Learn to quickly get your prospect interested in and wanting your product, and then systematically present your sales pitch through to the close.

Review your materials

Make sure you have a "door-opener" that arouses interest. This can be a low-priced interest stimulator so that you can show them your full line, or a special marked-down price on an item that everybody wants. The important thing is to get the prospect on your "buying customer" list, and then follow up with related, but more profitable products you have to offer.

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