



# SALES TIPS & STRATEGIES #1

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## Tips and Strategies to Help Improve Your Sales Process! Part 1

The reason athletes train daily is to fuel their body to become the best they can in their chosen sport. The reason salespeople need to train daily is to fuel their mind so they can become the BEST.

I have always believed in the old saying “You are never too old to learn”.

If you are an experienced salesperson this just may be a good refresher. If you are just starting out in vehicle sales hopefully you find this beneficial. If you get one or two tips out of this list it has been worth your while to read.

- The first thing to do before you can add skills to your sales arsenal is to remove your bad habits. Just by doing this you will increase sales.
- You can't be a good sales person without being a good leader.
- Always carry a pen to sign to complete the paperwork.
- If the Concern is about Money, people spend more on entertainment then education say “it's better to live rich than die rich”!
- “Winners never quit and quitters never win”
- At all times treat the prospect like he is a buyer.
- Every buyer is a buyer, treat them as a buyer and they will turn into a buyer.
- “Where there is a will there is a way”
- Never ever give up!
- Maintain a positive attitude always, negative always succumbs to positive always!!!
- Smile big and smile always.
- Show the customer you care in your communication, actions, mannerisms etc.
- Care more, close more.
- Disagreement results in not closing deals.
- Be prepared to lose the battle to win the war.
- Be a can do person not a can't do person.
- No one cares about what you can't do; people only care about what you can do and how you will get it done.
- Find a way, figure it out, look for a solution.
- Get the customer involved; “there has to be a deal here, let's figure this out together”.
- Ask yourself “How can we make this a deal”?
- “Help me”, Mr Customer? “I'm doing everything possible to make this a deal for both of us”.
- “I'm on your side if I don't sell this car I don't get paid”!
- You only provide real benefit to the buyer when you close the sale.



- When you close you benefit the buyer, not yourself.
- When you close the customer only then will they benefit from your product and service you offer.
- Biggest mistake in follow up; is not making the call/email/text!!
- Following up clients' needs to be regular.
- Don't wait too long to follow up.
- Always have a reason to follow up.
- Use variety to follow up, phone calls, texts, emails, LinkedIn, hand written note, personal visit at home or work!!!
- If you are phoning always leave a message, on a personal visit always leave a business card. They need to know you have been trying to contact them!!
- Always be polite and professional.
- Always collect **ALL** the clients details to make follow up easier.
- Always be asking for referrals ASK, ASK, ASK from, current clients, past clients, friends, relatives etc.
- Don't say "if you know of anyone let me know". Ask like this "Who do you know would benefit from our product or services?"
- Remember you are in the people business, you look after them they will look after you.
- Follow and learn from successful people.
- "You are never too old to learn"
- Set daily, weekly, monthly and yearly goals.
- To get better at all areas of SALES you need to PRACTICE, PRACTICE, PRACTICE.
- As part of your PRACTICE, PRACTICE, PRACTICE make sure you include ROLEPLAYS! This will not only improve your skill level, your motivation and self-confidence will sky rocket.

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