

Top 10 Sales Secrets

Solve Problems

Sales = problem solving. If you want to be valued by your customers, you have to solve their problems. Customers that need solutions to high priority issues, are willing to pay for those solutions. But first, you must identify the customer's problem. What are they missing or needing? Then you must analyze that problem. What causes the problem? What could solve the problem? Then you need to formulate several options to remedy the situation for the customer. Which products/services will solve this problem? And lastly, assist the customer in choosing the option that best suits their needs.

SMART Goals is an acronym for the important criteria for setting a successful goal. **S**pecific – The goal should be specific, simple, and clear. **M**easurable – The goal should be able to be measured, not vague or open ended. **A**chievable – The goal should be achievable, a challenge, but not impossible. **R**esults focused – The goal should focus on the end result, not on number of sales, the amount of dollars spent, etc. **T**imely – The goal should have a fairly short end time, to allow for maximum performance.

- S – Smart
- M – Measureable
- A – Achievable
- R – Results focused
- T – Timely



Anticipate Needs

Up until now, you have completed the research, and you understand your customer's values. You understand their challenges. What can you do to make your service above average? Foresee the future. Now, none of us have a crystal ball, but we can foresee challenges that may be in the customer's future, and help the client overcome these challenges.

How do you do this? You take a little extra time to make sales calls "just in the nick of time". For example, if a customer has a big event coming up, and is going to need extra paper supplies, make contact with that customer before they call you. Call on your seasonal clients, before the season starts. This not only beats the competition to the customer, but it will also show the customer that you take interest in them and their world.