

TOP

WORK FROM YOUR HAPPY PLACE

*Top 10 Tips
for
Successful
Sales*

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TIPS

#1 **BE A GOOD LISTENER.**

This is probably more important than any other tip I am going to give you today. When you are a good listener, you have empathy. You listen to the customer, and you hear what it is that they are actually wanting. Then direct them in that choice. Don't direct them in something that is out of their budget. If they tell you, "This is my budget. I want to spend about this", then show them the things in that particular category. If they're telling you about a challenge or a situation they're in, then find the product that's going to solve that.

#2 **NEVER PREJUDGE.**

As much as we talk about it all the time, we do tend to assume. When we prejudge, we have already determined that the person is likely not to buy. When you go in as a salesperson to work with somebody and you're already going in with the attitude that they're not going to buy, you will never give it your all. You will never be as attentive as you need to be. You will never listen as good as you need to listen.

Never prejudge - not how much money you think someone has based on the way they look, how they're dressed, or maybe what job that they have. Do not ever assume because of age they are unable to do something or be able to get something. Don't prejudge based on gender. A lot of people will think women aren't able to make a decision or aren't the decision maker so they don't give them the time of day in really selling the product to them.

#3 **SELL FROM A BENEFITS PERSPECTIVE INSTEAD OF A DESCRIPTIVE PERSPECTIVE.**

So often, people get wrapped up going into description mode when they're in sales. They'll talk about the history of the company. They'll talk about how the product is made. They'll talk about the mechanics of the product and how it works. Most customers do not care about any of that. A lot of time and energy is spent on this when the person is really wanting their issue taken care of.

When you talk from a benefits perspective, you talk about what the product can do for them. You mention how it will make their life better and easier. That is selling from a descriptive point of view versus selling from a benefits point of view. And when you sell from a benefit point of view, you will have a greater chance at completing that sale every single time.

#4 **KNOW YOUR PRODUCTS WELL.**

It's really important when you are working with a customer that you find their pain point or you find their challenge. If we don't know our products well, we just make recommendations that don't make sense for the situation that they're in.

When you know your products well and what is available, you will be able to easily make recommendations for solving that challenge or solving that pain point. You're going to instantly be able to give them a solution. When you know your products well, it builds confidence with the person buying from you and they're going to be more likely to buy when they have that confidence.

#5 **PAINT A PICTURE AROUND THE PRODUCT.**

Create a wow factor! The way that we do this is by talking about them using the product, "When you have this, it will make your life easier because of this (insert specific benefit). Can you imagine if you just had this, how much easier that would be?" Another great way to create a wow factor is to use adjectives. Don't become mundane in the typical phrase of, "This is a really awesome product", over and over. When you can change up your adjectives, it's going to be more interesting.

Learn good catch phrases like, "This is a must-have for every kitchen. No home is complete without this product." When you create or paint an interesting picture around what their life is going to be like when they have this product, that is going to help you complete that sale.

#6 **LEARN TO SELL IN GROUPINGS OR BUNDLES.**

If you can show people how these three products work together nicely, people are going to be more likely to say, "You know what? Just throw in all three." Instead of selling them on just one item and then saying, "Now, are you in need of this?" And the person goes, "No, I'm good."

If we sell or present in the bundle with the three or four items that cohesively work together, then people are more likely in the end to say, "You know what? I'll just take all four of them. That sounds good." Because, you've already shown them how they can use this and how it's going to be better with all four items working together.

#7 **HAVE ENTHUSIASM.**

Enthusiasm will get you a sale more than anything else. Now, we don't want to be over the top enthusiastic because it can be annoying. People will mirror what you put out. So, if you are enthusiastic, they'll be enthusiastic. If you're confident, they'll be confident with you. If you're unsure, hesitant, or lackadaisical, your customer will be all of those things to you.

#8 **USE TESTIMONIALS.**

Facts tell, stories sell. Make sure you are talking about satisfied customers and your product/service has helped them. Instead of saying, "This product will do this" or "You will be able to experience this", lead with "I have a client who..." Also, don't overuse yourself in your story, "Well, I really love this because..." It's more real and more believable when you give an example of a satisfied customer.

#9 **FOLLOW UP.**

We spend so much time gaining a customer, spend a little bit of time keeping that customer. They are likely to be more loyal and order more things if you would just show them they matter, they're valued, and that you care about them. This shines if you just do some follow up. You would be able to sell a tremendous amount more because they've already purchased from you once.

#10 **ASK FOR REFERRALS.**

Make sure you have some kind of referral program in place. This is an important factor of selling because when people do like you and they like what they've purchased from you, they trust you. They are likely to spread the news to their friends. If they know, like, and trust you, they will refer to you. Even more so, if you have a referral program in place, they are going to be five times more likely to do it in a timely fashion.

ABOUT

Belinda Ellsworth



Belinda Ellsworth, has been called “a trailblazer in the industry of coaching and speaking.” She has built three successful businesses, and over the past 25+ years, she’s been a sought-after speaker, best-selling author, and sales trainer, helping tens of thousands of business professionals and entrepreneurs create and execute successful business strategies and systems, while still maintaining the work/life balance in their lives.

She is the mom to three kids, all of whom are entrepreneurs themselves, and has three grandchildren. Belinda spent some time as a professional musician and still kicks around on her drum set every once in a while for fun (and stress release!).

In 2016, Belinda was encouraged to get into the podcast space. The obvious topic was what she had trained on for the past 25+ years – sales success. But she wanted to reach a broader audience and positively impact more people. More than 500 episodes later, she has done exactly that.

Belinda is passionate about making a difference in the lives of others and has become a brand enthusiast for everyday entrepreneurs. That passion sparked the creation of the My Happy Place subscription box, where she features best-selling authors and entrepreneurs who are creating amazing products.

Her popular podcast, Work From Your Happy Place, became part of the IHeartRadio platform in 2021. Her interviews with successful entrepreneurs and artists, along with her Tuesday Tips, provide iconic messages of good solid business practices that will stay with you forever while positively impacting your bottom line.