



Seven Tips to Improving Sales



Mike Chuchmach, Biznecessity

It's inevitable. As a business consultant the first question my clients usually ask is, how can I increase sales? I often answer this question with a question. "Do you want to increase sales or increase profit?" Well, if we determine increasing sales is what the answer to their problem, I offer my seven tips to improving sales. Here is a condensed version of my seven tips.

Capitalize on momentum. When you make a good sale....target your next hot lead (quick). Your positive attitude will breed consumer confidence and the next sale will happen easier than you think! It is very easy to make that first sale then run back to the shop and provide the product you just sold. This causes you to lose the momentum that is generated from making a sale. This is why big business has a "sales department". The sales people are dedicated to sales and never loose momentum.

Learn to mimic the positive attitude. Potential customers spot an insecure sales person a mile away and will either negotiate a very low price or won't have enough confidence to buy your product. So you can create the momentum, by successfully mimicking the positive attitude.

Find the reason your customers buy your product, then promote that reason. More people buy the benefits of a product than the features of a product ie. You may buy a new cell phone because it improves your productivity(benefit) rather than buying it because it has a time organizer(feature).

Ask your customer a lot of questions about their needs then tell them how your product provides the solutions. Don't sell them the "compact size" if they don't need it to be compact.

Offer different levels of service ie. gold and silver package. This reduces the opportunity for the customer to negotiate but if they do negotiate, it gives you opportunities to give "this service" for "that price". And it gives you future opportunity to upgrade your client.

Look to your past clients to sell to again. 80% of your business comes from 20% of your clients. Keep that relationship alive! It can pay off, over and over.

Charge the right price for your product. Increasing your price by 10% may be easier than you think. It is the fastest way and the least expensive way to increase your sales. Be confident with your new prices.