



Sell More to Your Existing Customers Customers

I often work with owners who have been successful but now feel like they are slipping backwards. If this is you, one of the key solutions to turning your business back around is by stopping and thinking of all the things that brought you to the level of success you have today! What has worked in the past? What was the sales model that got your business to this point? Has that changed, or has the business environment changed to the point where it is no longer effective? Chances are, you just forgot your reasons for success, and once you re-focus, you will be successful. Additionally, if you start thinking about other markets where your sales techniques could also be effective, you will get results again.

Your Staff and Sales

I like to think that there are two types of sales staff: those who know they are in sales and love the process and those who are in sales but don't want to think they are. The second type of person is usually in a service-based industry, such as retail, hospitality, or food. However, because of the perception of sales reps, these staff might not want to be associated with sales. The reality is that every one of your staff needs to understand that they are in sales, just as you are if you are the owner of any business. Each and every business needs to sell something to stay in business. Sometimes, if you have customers banging down your door, you might tend to forget the need for developing the selling skills necessary to ensure your long-term success. If you are fortunate enough to have a great location, unique product, or a commodity that is always in demand, you might get a certain amount of sales just by being lucky. However, developing a proper sales system for your staff can ensure your long-term profitability and increase the value of your business. Furthermore, training your staff in sales or customer service leads to happier customers, more loyal customers, and prevents the loss of customers to your competitors. Training in sales leads to more profits!

Your Sales Team

Is your sales team working well for you?



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Are there areas that they could do a better job?

How many more sales do you think you could generate with some changes in your sales team or process?

What things do you need to know about sales that would make your company more successful?



Sales Techniques That Work!

There is no end to the number of sales training courses and programs that you can take for yourself and your staff to improve your success rates. However, the fundamental key is to communicate to your prospect that you offer far more value than you are asking them to part with. Before you can even start down this road, you need to know the key strengths and weakness of your product or service compared to the competition. You want to be able to understand why people buy your product. If you can do this on a regular basis, you will have increased sales. Let's break down the selling model.

- Build Trust:
- Find the Purpose
- Find the Underlying Cause
- Know the Budget
- Know the Customer's Decision Process
- Present the Solution
- Follow up

Whether you have an inside sales or customer service team, or an outside B2B sales force, if they aren't producing the results, perhaps you should invest in training. Staff training in sales can range from a few hundred dollars to many thousands of dollars depending on the training type and level of training needed. However, the payback for your company can be significant. High quality sales training can let you quickly move your business to the next level.



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What does your current sales model look like?

If you had a new sales model what would it look like?

What are the weaknesses of your sales team?

Why do you lose sales to competitors?



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What needs to be fixed in your sales model that will ensure you move your company to a more profitable position?

Who is your best salesperson? Why?



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Why don't you have more salespeople that are even better than the ones you have now?

Are you keeping underperforming salespeople? Why?

What do you need to do to sell more of what you have?