

HOW TO...

SELL SUCCESSFULLY

...in a highly competitive market

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One thing that is certain is that buyers today (we are all buyers incidentally) are quite sophisticated animals. We are no longer prepared to accept poor products, or service, quietly or indeed at all!

In the traditional selling arena, the sales person faces the customer. One of the worst encounters is the sales person who simply doesn't care. He or she doesn't care whether their customer leaves the shop happy, satisfied, infuriated, depressed or whatever. They simply don't care!

We have to have sales people who do care, people who are solution conscious rather than problem conscious. People who get a buzz out of helping the customer get what they want, what they need and what they came in the shop for!

We need people who appreciate the benefits of actually helping to make it happen for their customers. It's not rocket science but it is absolutely vital. The salesperson's trading success is the company's trading success and that sells products, pays wages, secures jobs and helps investment.

We must educate our sales teams to care very much. They must know their product and be willing to steer the customer towards the product that best suits their requirements. In the selling world there are only three types of people:

- *People that make things happen.*
- *People that watch things happen.*
- *And people that wonder what the heck's happened!*

The same rules apply to wherever you are in the selling chain. Even with after-sales staff, help line executives or service personnel for example, direct contact with the customer presents an opportunity to satisfy, impress, and to actually make a difference.

We have to sell the idea of pride in the job, pride in helping the customer make and enjoy his or her purchase. We have to generate pride in the notion of product knowledge and to respect it when that knowledge is correctly imparted. We have to be proud to be good, proud to be professional, proud to be part of a successful team.

It requires training, it requires the right attitude and it requires professional management. Get it right and the world is your oyster! ■

TOP TIPS

>> 1.

UNDERSTAND YOUR CUSTOMER'S NEEDS:

DO THIS THROUGH RESEARCH, WHETHER THAT IS ONLINE OR SIMPLY BY TAKING THE TIME TO TALK TO THEM.

>> 2.

ALWAYS TAKE PRIDE IN YOUR PRODUCT:

WHATEVER YOU'RE SELLING, ATTITUDE COMES THROUGH AND WILL INFLUENCE THE BUYER. MAKE IT A POSITIVE ONE.

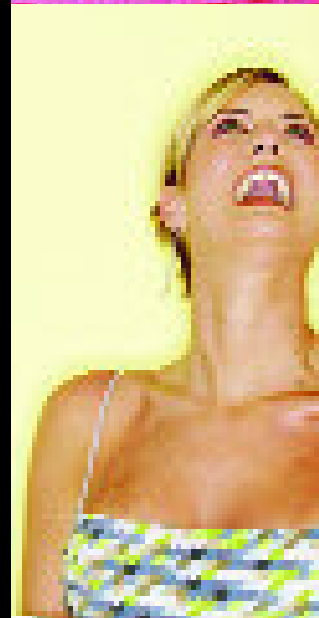
>> 3.

KNOW YOUR PRODUCT:

AGAIN, RESEARCH AND TALK TO THOSE MORE EXPERIENCED FOR THEIR TAKE ON THE SELL. YOU'RE SELLING YOURSELF AS MUCH AS THE PRODUCT. BY BEING CONFIDENT IN YOUR KNOWLEDGE THE BUYER, IN TURN, WILL BE CONFIDENT IN YOU AND EVERYTHING ASSOCIATED WITH YOU.

HOW TO...

50%
OFF



BUY
&
SAVE