

Sales etips



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When your prospects shop you...

When your prospects shop you, help them. Our electronic world has changed selling from solely an act of giving information to one of problem solving, conceptual thinking, and information gathering. Remember that great sellers are those who first create a desire to buy. Analytical shoppers are going

to access all available information anyway so gain credibility by discussing the downside or shortcomings of your offering openly. You increase credibility and you gain the opportunity to position any shortcoming in a more favorable light and as a less important priority. You always have a chance as long as you are in front of the buyer and they are still talking. Quietly ignoring the problem does not make it go away. Second, when you know customers are going to talk to competitors (and you should ask) suggest questions they should ask around your competitors drawbacks. Helping a prospect choose the criteria to make a decision is just as important as distinguishing your offering's features and benefits.

"If you find a path with no obstacles, it probably doesn't lead anywhere."

Frank A. Clark, Assess the Urgency –Time is Money.

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