

83

**Sales Tip Sentences
to Learn & Live By**



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- #1** Don't let fear of failure stop you from succeeding in sales.
- #2** Clients prefer to buy from people whom they like, trust and can believe in.
- #3** Poor closing skills is rarely the reason for not closing but poor qualification is.
- #4** Lack of sales language structure becomes sales waffle and turns off client interest.
- #5** Clients want to increase sales revenues or reduce costs or both.
- #6** Success in sales begins by hiring the right salespeople.
- #7** A salesperson without a sales process is like a cyclist without a bike.
- #8** A unique selling proposition needs to be valued by the client.
- #9** Sales differentiation often results in a price premium.
- #10** Classroom sales training combined with infield sales coaching is the key to sales success.
- #11** Few salespeople can sell and many should be in other professions.
- #12** The last thing a client looks at as you leave their office is the heels of your shoes.
- #13** A client will have you summed up in the first 30-60 seconds and decide whether they will buy or not.
- #14** The first one to reach out to greet takes control of the sales interview.



#15

Good eye contact in sales is looking at the centre of a client's forehead then to their left or right eye sweeping across the bridge of the nose to the other eye then back to the centre of their forehead.

#16

Women in sales generally hold eye contact longer than men do.

#17

The last thing you say when on the phone is the first thing the client will remember.

#18

Ensure your visual aids are always in showroom condition.

#19

A sale hasn't been made until the account has been paid.

#20

Lack of sales preplanning is like going on holiday and not knowing where or how you are going to get there.

#21

When qualifying include: time frame, essential, money and power.

#22

Trust is central to building client relationships.

#23

Always sell from the client's perspective.

#24

Negotiation happens after selling.

#25

Product and service features on their own don't evoke passion in the client.

#26

Not all product and service benefits are valued by the client.

#27

A sales objection can give you the opportunity to get the sales process back on track.



#28

Sales and buying processes need to be aligned to create a successful sales outcome.

#29

Follow-up in sales is as important as breathing oxygen.

#30

Motivation to succeed in sales is 100% internal.

#31

Pull type sales works better than push type sales.

#32

Major client decisions are done for emotional reason but tend to be justified logically.

#33

Salespeople tend to be better at either business development or account management and rarely can one salesperson do both well.

#34

Salespeople often copy their sales manager's habits.

#35

When coaching, sales managers need be able to demonstrate sales competence.

#36

If you are asked to sell in a manner that is unethical – get out of there.

#37

Sales is a tough and challenging profession and not one for the faint hearted.

#38

To sustain a long-term client relationship a double win is the only outcome – every time.

#39

Sales call objectives need to be built around purpose, progress and expected results.

#40

How can a cold call be a cold call when it's a new call?



#41

The number 1 reason why salespeople don't ask for referrals is fear of rejection.

#42

Making the right first impression is the ability not to infringe upon clients' norms and perceptions.

#43

Your body language has far greater effect on your client than verbal language in both accuracy and validity.

#44

Breathing naturally in a sales situation will lower your vocal tone and increase your influence.

#45

Breathing fast and shallow in a sales situation will distract your client's attention.

#46

Inexperienced salespeople move quickly from their introduction and into talking about their products or services.

#47

By not asking the right questions sales objections are often given in response to a perceived lack of need for the product or service.

#48

Don't provide answers to client quoted problems given early in the sales process. Just Keep listening and ask more questions.

#49

Integrity and competence equals trust.

#50

Loyalty in sales is the result of providing consistent positive emotional experiences and satisfaction.

#51

One of the first questions you can ask is to ask if you can ask questions.

#52

Demonstrate respect by pre-empting any sensitive question.

#53

Use open questions to relax the client and yourself.



#54 Most people function at only a quarter of their active listening capacity.

#55 Don't react to client needs but respond to them.

#56 Use photos and graphs to enhance your presentation.

#57 A visual aid should be an extension of yourself and add value to your presentation.

#58 Using a visual aid during a presentation can improve a client's comprehension by as much as 4 fold.

#59 Highlighting past and present achievements can instil confidence in a potential client.

#60 Sales objections can impede sales and stifle client relationships.

#61 A sales objection is a business rebuttal and not to be taken as personal rejection.

#62 To effectively overcome a sales objection, a client's mental and emotional position that resulted in the objection has to be addressed.

#63 Closing the sale should feel natural to the client and yourself.

#64 The number 1 reason why salespeople don't close is fear of rejection.

#65 Clients like to feel they are in control, are respected and can trust the salesperson.

#66 Never lie. Truth is your greatest asset, because it builds trust.



#67 Three most negative words in sales are: cost, but and just.

#68 Three common negative phrases in sales are: *You will have to...* "I don't know..." "We can't do that..."

#69 Answer the phone on the 3rd ring. First or beyond the 3rd sends the wrong message.

#70 Slow down your speech rate when speaking on the phone.

#71 When recording a voice message, smile. You will sound better.

#72 Always conclude a phone call with the relationship top of mind.

#73 Good email etiquette can create differentiation from competitors.

#74 Read an email twice before sending.

#75 Emails - use conventional spelling, grammar and punctuation.

#76 Emails - 15-20 words per sentence. Keep paragraphs short.

#77 Capital letters in an email is like verbal shouting.

#78 Only send carbon copy emails to those directly involved and need to know.

#79 Never substitute an email that should be a face-to-face sales meeting.



#80 Reply to all emails within 24 hours and if urgent reply immediately

#81 Emoticons are not appropriate for business emails.

#82 Use email language that reflects your personality and never reply immediately to something that upsets, angers or worries you – sleep on it.

#83 Clients like to buy and not be sold to.

