

Become a Sales Expert

Be creative in how you get the attention of future clients. Handing them your business card at a conference or meeting does not guarantee an immediate phone call. Think outside the box about how you can tap into a whole new field of clients. Use connections you already have with other businesses and industry experts. Listen for the opportunity to create a sale and know how to talk to clients to create a friendship and build a business relationship with them.

If you are having trouble making your sales goal, take a look at your pipeline. Who are your future clients, and how are you bringing them in? There are many ways to create a business relationship, but if you are not doing it effectively, you won't see much of a change in your sales. If you meet prospects through referrals, look at the number of connections you already have and how you can expand them. Meetings, networking events, and conferences are a great way to start. Research other conferences you can attend in addition to the ones you already go to every year. Ask yourself if the type of attendees at a specific meeting or conference would be interested in you and your business.

If your business is on the Internet, do background research on your web presence to be sure that it is positive and that you are effectively driving consumers to your website. Make sure there is no negative feedback about you and your business on the Internet. If you see any, try and respond to it the best way you can. Get testimonials and other positive reviews, and put them where future clients can see them. Be sure that your website is easy to navigate to, and update it often. If your goal is to double your sales, you need to start by doubling your pipeline.

The most strategic way to boost your pipeline is to look at natural alliances and industry connections you already have that could be mutually beneficial. What other businesses out there are similar to yours that you can connect with? Look at other companies who have strategic alliances to see what it is that makes them a good match for each other. Use these guidelines when looking for yours. Strategic alliances are a great way to gain a competitive advantage. Both parties should work together to help achieve each other's goals. Your alliance will get your business exposure to new markets as well as provide you with access to more resources, possible collaborations on projects, network systems, and use of technology. For example, maybe your business provides a service that another company needs and vice versa. Determine what benefits you would get from a strategic alliance with another company and how providing your services would be equally beneficial. A strategic alliance can be extremely helpful if you are looking to break into an international market.

Increasing your pipeline also helps toward the making of a sale. There is more to making a sale than just having a great sales pitch. You need to know what your prospect wants. To do this, you need to be a great listener. A great listener knows how to ask the right questions to get information. If you are meeting with a potential client, do some background research and create a list of questions beforehand. All questions should be open-ended in order to get specific answers and opinion. If they say something that interests you, ask them to expand on what they are saying. Not only are you getting important information, but by asking specific questions, you are reflecting interest in what they are saying. The more you practice this method, the closer you will get to landing your first sale.

Turn questions you ask potential clients into strategic conversations. Ask them about the business they are in, current business trends, and other market-related questions. Asking the right questions can give you insight to other competitors, new or developing technology,

feedback about your business, the wants and needs of your future client, and other industry-related information.

Remember that one size does not fit all, and the same goes for your marketing approach. Research each business individually to determine how to market to them. You want to show each person how you can help them, but not every person is going to have the same need. Do so by speaking with potential clients, get information from industry experts, and use the Internet. You may choose to have a third party speak with others, which may result in more honest responses.

Landing that first sale takes creativity and a lot of research. You need to be prepared and well-informed when you are speaking with potential prospects. It is important to be well-educated in how to increase your pipeline and how you speak to others when trying to get information you can use to market to them.