

# Sales Tips

Helping people make informed buying decisions, is one of the most effective ways to create lasting customer relationships.

Sometimes, this can be a real challenge when a prospect has many different questions. You can of course, answer each question as it arises, however this can lead to a lengthy conversation which often doesn't meet the end requirement.

## “ Create Lasting customer Relationships ”

A way to avoid getting in too deep at an early stage is to use a polite postponing phrase that allows you time until a thorough sales presentation can be made. For example, “we can help you with that” you can then respond with a brief description of the main product benefits. Once all the main sales points have been made, you can then answer any remaining questions. You can even follow up each answer by asking for the order, “While this special offer is still on, lets try and get it out to you today”.

At this point the customer may still have doubts or questions that are stopping them from proceeding with the order, you can help your customer make a confident buying decision by emphasising the benefits of the product - in a sense, you're reminding the customer why they called in the first place. To help you master this skill, create a worksheet with four sections:

- In the first section, make a list of Transitions, i.e. "I'm glad you mentioned that."
- In the second column, write Benefit Statements describing the main reasons to order. ("You'll look and feel great in just a few weeks.")
- In the third column, write Validations - these remind the customer why they called: "this is just what you're looking for, right?"
- In the fourth column, list several Closes to ask for the order: "So let's get it out to you today, OK?"

When a customer voices a concern, select one phrase from each column to create your own personalised reply. You will need to practice this technique before it comes naturally, but with time it will be second nature.

By listening to your customers, and responding with professional courtesy, you can meet their needs and make the sale at the same time.