

## 08 RULES OF SALES

Selling is a vital strategy for business growth in which it keeps businesses going, brings in income, and pays bills. Therefore, to a great extent, organizations depend majorly on sales performance.

A client likewise needs the motive to purchase, he should be informed that the commodity takes care of his needs and does it perfectly. To impact a decent business development procedure through sales, a business needs to practice these 8 rules consistently:

### 1. Build a relationship

"Soft selling is far more effective than hard-selling," says *Casey Smith*. This comes by being genuine and building a relationship with your prospective client. There's no need to switch into a sales mode as though you are reading from a script with exaggerated tones and speech patterns. Speak normally as you would if you were with your family and friends, try to make a trust in the eyes of your client.

### 2. Know your product and industry

Customers are not foolish. They can immediately tell when the individual doesn't know anything or much about what they are selling. If taking out some time to thoroughly study the product and its industry is required, don't hesitate to do just that because this is the most important thing to build a good impression on the minds of the client. Not only the study of your product but also going through the strategies of competitor product is also important.

### 3. Keep your mouth shut and your ears open.

Do not just talk about yourself, your products/services, and don't recite your sales pitch. Start crucially in the first few minutes of any sales presentation by precisely introducing yourself/product and tell your prospect the reason why you

are there (or telephoning), but at the same point do not ramble on about your product as you don't have any idea if what you are offering is going to be any use to your prospect. Let them also put their pointers and views.

#### **4. Help solve problems**

No, Clients don't purchase an item simply because it's a particular color or shape. They purchase on the grounds that they require the solution to a problem or need. It's important to show the problem-solving pitch to your client. Show a link between the commodity and the client's problem and it will win the client over immediately. Talk about features and benefits as long as buyers are interested. When they indicate they understand your solution, ask questions to uncover the *compelling reasons they need to do business with you* - perhaps it's extended services, a higher level of trust, continuing education, industry knowledge.

#### **5. Concise messaging**

Together with being educated on a particular business, you additionally have to sell with concise messaging. People don't have all the time in the world to listen to you talk about your business. Hit the nail on the head. Don't bore them with too many irrelevancies be precise and to the point with your content that directly hit the minds of your clients. Your exaggeration may look fake and clients may lose interest in your deal.

#### **6. Respect your client**

Clients have their own unique personalities, experience, foundation, and ability. Organizations should be aware of these factors instead of being dismissive or offensive. Give your client a sufficient amount of time and space, nothing annoys a client more than a sales representative that portrays himself as a know-it-all. Many clients would like to express their issues. Unfortunately, business salesmen are so excessively occupied with trying to make sales that they don't listen. By just connecting on a personal level with the client, a lot of work can be avoided.

## **7. Face rejection bravely**

If a business got disheartened each time it was rejected, there would be no commercial enterprises growth. Dismissal happens frequently, organizations should be solid even when told "no," so go at it again and again. Put your best every time for every client it's okay if your deal is not approved take no as feedback and work harder for the next time.

## **8. Follow up**

Once the deal is done, most sellers move on to the next available client. Keeping tabs on an existing client can take care of product issues rapidly before they result in complaints, produce new deals, and serve as the foundation for a long-term relationship with the client. And if the deal wasn't closed earlier then to give a reminder to them on a frequent basis so that you can stay in the mind of your prospects for long.