

Photo – Austin Kleon- Steal like an Artist

“Are Sales are contingent upon the attitude of the salesperson? Or the attitude of the prospect”

I get to hear good stories from all over the world as to how salespeople are making a difference to people's lives.

In many situations businesses worldwide are feeling (according to them) the pressure of not getting their numbers, the market is tough, it is not like it used to be, people are simply not buying like they used to, the excuses seem to go on and on.

I want to debunk that, it simply is not true. I know that if you offer value, and are committed to your customers, they will buy off you.

Money is still there.

The truth is that the money is always there, it may be less for some, but nonetheless, it is always there, it just moves around. It might move from your business to another, but the facts are that that retail revenue is up in countries like NZ and Australia.

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The thing is that businesses have to do things differently; they need to think about how their clients are purchasing their product.

I can guarantee that in most homes these days television and other media is not the main source of entertainment or information.

The internet has become a big part of our lives.

Clients do research your product along with your competitors before they even venture into your store or place of business.

Information is Power.

Many business owners that I have worked with all over the world have had to come to terms with a changing market.

The ones I notice that are doing well train their staff on a regular basis, keep them up to date with all the new products or services, help them make the decisions, this is done usually at least once a week.

In any business product knowledge is based upon attitude, if you visit a store and a staff member does not know their product what happens?

You lose confidence, you are not really sure if they are to be trusted, you might retreat, and go off to someone else.

Want a secret to more Sales?

Product knowledge and information about a product have an invisible benefit. It gives the salesperson the “right attitude” it rubs off. They get confident, and the clients feel that confidence.

Try these simple exercises that work.

Here a just two exercises you can do in your business to get your team to buy into product knowledge training.

POP QUIZ- write up 10 benefits of your most popular products, list what you think is the #1 benefit for the customer if they buy this product.
TEST ONE ON ONE, OR IN A TEAM MEETING – Give each of your staff a test on every one of those products. You can do it in written form or as part of their one on one meeting.
These simple tests can give your business a foot up and you might get an extra share of the money that is out there.

Have a great day selling your stuff.

Mike

PS. If you want a simple test format to help you do that then download our 7 day Sales

Mindset Challenge. Or if you need help to help your team make more sales or get more leads then contact me.

“Sales are contingent upon the attitude of the salesperson, not the attitude of the prospect” –William Clement Stone.