

Sales is the engine that drives the business.

6 Sales Strategies for Beginners - the foundation for successful selling.

1. Know Everything About Your Product

It's important that you understand not only how your product functions, but also the **specific features that will help solve any problems your customers may have**. After all, you're the ambassador of the product — if you don't use it, why should anyone buy it from you?

Some basic questions for which you need to provide great answers to your customers are:

- I have a problem. Does your product offer a feature to help solve it?
- To what extent is your product customizable?
- Will I receive any kind of support or training?
- How much is this going to cost me? Your customers usually aren't interested in the more technical aspects of your product. They want to know **how the product can make their life easier immediately**. A thorough understanding of the product doesn't just make you a more confident cheerleader of what you're selling. It also helps you **get to the root of your customer's pain points**, and allows you to quickly and thoroughly **map your product to your customer's needs**.

How does your product benefit your prospect directly?

Use each interaction with a prospect to ask questions to identify their biggest pain points, such as:

- Could you help me understand your business process a little better?
- What are your everyday goals? Long-term goals?
- What are the biggest concerns and hurdles you face?
- What are your expectations for the solution?
- Do you have any budget constraints?
- If you solved a particular problem, how much better would things be for you? How so?

It's important that you actively **listen to the prospect's answers**. Too often salespeople are so engaged with pushing and selling that they forget that sometimes the best salespeople listen more than they speak. This way you can learn a lot about not only your prospect, but also your own product and how to better sell it.

Offer a solution focused on the buyer's pain points. Sales pitches work best when you **show prospects that you understand their obstacles** and that your product has the capability to solve those problems for them.

2. Know Your Customer in Advance

Your prospects are looking for answers — and they expect you to provide them.

One of the best sales tips is to prepare in advance for all meetings to turn them into customers. This includes knowing as much about them and their situation as possible. As the saying goes, **"Show them you know them."** Being well-prepared for a meeting demonstrates

not only your competency and knowledge but shows that you care enough to be **present and confident** in all customer interactions.

Sure, there will be times when you have to just show up, or maybe even when a prospect calls you out of nowhere. In these cases, it's important to have quick access to any information your average customer may need, and be able to discuss it in-depth.

Be sure you have a handle on the following:

- What's the goal of the call for you?
- What do I need to find out during the call?
- What are my product's strengths? Weaknesses?
- Who is the decision-maker on your prospect's end?
- If you've met before, where were things left off in the last meeting?

A surprising amount of sales reps don't take the time to research their prospect or prepare for calls, which only leaves a poor impression for the prospect. **Pre-call planning** helps you obtain the necessary information you need to add value to the conversation.

Developing this sales habit will create **trust** from your prospects — and **confidence** within your own sales game.

3. Always Follow Up

It doesn't matter if you have the best product in the market and your meetings go flawlessly — if you don't reconnect with the prospect afterward, the opportunity for a sale can slip right through your fingers. In fact, **80% of sales require at least 5 follow ups**

Follow-up emails are a great way to stay connected with your customers after your initial interaction. It shows you care enough about their experience to check in but allows the conversation to happen at the customer's convenience.

Follow-up emails can be categorized in a few different ways. Some great follow-up emails that pros always send:

1. **Looking to connect** — Cold sales call follow-up
2. **Pleasure chatting with you earlier today...** — Right after a meeting
3. **Writing to follow up on our last conversation...** — Next steps
4. **Should I stay or should I go?** — Break-up email

Don't let a low open-rate for your emails or a lack of response from prospects discourage you. Be persistent and continuously work on the quality of your emails and leads.

4. Use Rejection as an Opportunity

There's no easy way to say this, so let's just get it out of the way: Sales and rejection go hand-in-hand.

It's important that you understand that **none of it is personal**.

There might be hundreds of reasons a customer might not be interested in what you're selling, but most of them have very little to do with you.

Perfect Your Objection Handling

All it takes is approaching any concerns your clients may have the right way.

This comes down to **product knowledge** and knowing the ins and outs of your product — both the good and the bad.

It helps to think of your sales strategy as a game of chess. **Think three steps ahead of your customers** at all times and anticipate what moves they will make, both good and bad. If you

have a plan in place for every potential objection, countering these concerns and steering the conversation becomes second nature.

Don't wait for prospects to raise objections. **Bring them up first** and get the roadblock out of the way. That way you own the objection while also proving you are someone that the client can trust to see things from their perspective. Preparing in advance to understand your customer is instrumental in anticipating any possible objections on their part.

For example, if price objections are a frequent hurdle you face, a good way to anticipate and handle the objection is: "A lot of people ask about pricing, and that's always an important thing to talk about." This allows you to demonstrate why the value gained from your product will make up for any price paid for it.

By deftly handling any objection, that final detail holding the customer back can become the key factor that lands the sale.

5. Use Empathy to Connect

If the customer doesn't trust you, chances are they probably won't buy your product.

No one wants to feel like they're being manipulated into buying something by someone only interested in their money. That's why it's important to not just speak with customers, but to actually *connect* with them in a meaningful and human way.

One of the key traits that separate the good salespeople from the great salespeople is **empathy**.

Sales empathy involves actually getting to know your customers like friends and **catering your message to this person's specific personality type and unique problems** they face. It means genuinely wanting to help them, and working together to make it happen.

The ability to place yourself in your customer's shoes in order to guide them through the buying process is instrumental in garnering trust and loyalty. The longer and happier a relationship with a customer is, the more fruitful it can be for both parties involved.

This skill is very hard to teach, yet it's possible to strengthen it within yourself like a muscle. All it takes is exercise. When interacting with customers, forget that any money is involved — instead, you are two friends, one of which has a problem they need solving, and one which has a solution.

6. Seek Out Referrals

Despite the many advances in technology made over the past few decades, one thing hasn't changed — **word of mouth** is still the best, most reliable way to reach new customers and earn their business.

When a customer refers you to a prospect, they're making a **quick and trusting connection** that money couldn't buy. It's easier than ever to connect with and earn that new customer.

Nothing intrigues a prospective customer like hearing **positive feedback** about a product that could help them, from a peer that they respect. If it worked for one person, why shouldn't it work for them? **Referrals** are key to building out a client base because your clients are doing the work for you.

Not only is it the best form of both prospecting and advertising — it's free!

What are the best ways to **turn your best customers into referral machines**? Take a look at your client list and consider:

- The length of your relationship
- Customer's overall satisfaction with your product or service
- Frequency of communication between you and the customer
- How responsive is the customer

Approach the customers you have the best relationship with and ask them if they wouldn't mind referring you to people they know who could use your product.

LinkedIn is also a great resource to learn what connections your customers have, and then to pursue those connections with a referral from your customer.

If you can get your customers to feel so strongly about your product that they'll help you sell it to their friends, family, and colleagues, not only do you expand your client base, but your customer feels a personal investment in your product. They're **advocates**, and their loyalty and enthusiasm can pay off handsomely.