

5 HOT TIPS TO BECOME A SALES SUPERHERO



So, you've identified a good-fit prospect and have begun the sales process. How do you ensure you're driving the sales process in the right direction? By keeping these 5 sales tips in mind to stay in control of the sale and close more deals.

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1. Stay In Control

What separates a good sales rep from being a sales Superhero?

Their ability to gain and hold control of any situation.

A good sales rep lets the customer drive the sales process, but a Superhero will engage first and hold the engagement while steering the interactions in the direction which he wishes it to go at all times.

This process typically includes a well thought out plan which will guide the prospect through the entire sales process, landing exactly where the Sales Superhero wishes, a closed sale!



2. KNOW HOW TO K.I.S.S.

Potential clients are busy. You are not on any of their priority lists nor are you an appreciated interruption of their five-year plan. So, it is crucial, that you make sure when you contact them with your well thought out plan of engagement and control, you be ready to KISS (Keep It Simple Stupid). Be sure to document and

reiterate the correspondence and direction the relationship is taking. Utilize Email, Text and Google Calendar to ensure they are expecting You and the next phase of development. Create a clear and transparent agenda. Set realistic and measurable milestones. Set a deadline and adhere to it. Don't waste unnecessary time if you have the opportunity to close the sale.

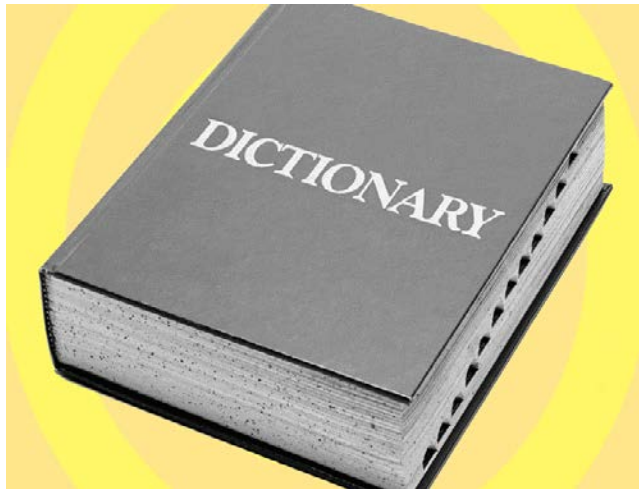


3. MAKE THE MARKETING DEPT. YOUR NEW BEST FRIEND

It's important to leverage the tools your company offers you. Align yourself with the marketing department. If you

can look beyond your ego long enough, you will quickly realize that the marketing team can supply you with the tools and intelligence necessary to succeed. If you wash their backs, they will wash yours. Position yourself to be in need. People like to feel needed.

Allow Marketing to provide you with the necessary tools to make your job easier and more efficient. Consider instituting a Service Level Agreement (SLA) that holds each team accountable to specific, agreed-upon expectations that align to the same goal: create revenue. Partnered correctly you can receive the benefit of their expertise and ultimately secure your position, enhance your expertise, and ultimately close more deals.



4. Define Your Sales Approach

When it comes to selling, it's important to understand what works best for you and your prospects. Identify a sales approach that works best for you and tailor it to your prospects needs. There are many sales styles and approaches, consider some of these:

- **I Am Teacher:** This approach is focused on making prospects aware of the issues they are facing, then provide them solutions through a tutorial based sales process. You can remain in control, keep things simplistic and utilize some of the marketing teams tools to create the visuals or infographics when mapping out your buyer 's journey.
- **ONLY I CAN SAVE YOU NOW:** Solution Selling emphasizes the solution that only you can provide in the exact way the customer needs. The focus is controlled by you, because simply put YOU are the only solution option made available. Be sure to detail value when using this approach.
- **HONEST AND FRIENDLY:** This sales approach focuses on building a valued relationship through blunt truths and directiveness. By taking the time to form a relationship and learning more about them both professionally and personally, you will be better positioned as the best candidate to solve their issues.

No matter which approach you take, the only way you can truly reach SUPERHERO Status is to always make available the

“TRINITY OF SALES SOLUTIONS ~ WHAT ~ WHY~HOW”

What (What they need), WHY (Why the potential client should change their current solution or practice) and HOW (How “You and your product/solution will offer immediate benefits and long term benefits)

5. ID YOUR SUPER POWER & RESPECT OTHERS POWERS

Not all prospects will respond well to your specific sales approach. It’s important to understand how you sell and how your prospects react. Find your sales superpower by identifying which buyer personas you mesh with and if it is best for the sale at the end of the day, allow another Superhero to share their powers to close the deal.

Remember there is NO “I” in TEAM or SUCCESS!