



Justine Bennett Consulting
Solutions to grow your business.

Sales Principles

To achieve great sales you need to have:

- great product
- great service
- great ways to sell (either sales people, promotional material or online store)

If you're not completely sold on your **product**, make changes and adjustments, find ways to add value until you are completely excited by whatever you are selling. If you're not excited, how are you going to excite others to open their wallet?

The secret to great **service** is over-delivering what the customer is expecting. How can you find ways to delight your customers? What can add value to their experience with you and your company? What can you offer to close the deal AND make them come back for more?

It doesn't have to be expensive, time consuming or difficult. It could be a bottle of wine, a hand written note, an invitation to an exclusive event, a lottery ticket, gift with purchase or extended warranty period.

What can you find or do to close the sale, entice the customer to stay loyal, tell their friends about their experience? This is what makes you stand out from your competitor.

Selling is about relating to people, offering what they want and making it simple to make a decision to buy from you.

Our tips:

1. Know your stuff inside and out. How does your product or service solve your customers' problem? What are the features AND benefits, can you demonstrate, how does it measure up against the competition?
2. Know your client – listen to them. The sale is about them, not you or your business or even your product. It's about what your product or service can do for them.
3. Be genuine. Don't over-promise, don't oversell, be truthful and respectful and you will gain their respect and their business.

*For more information or an obligation free consultation
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