

# The seven principles of successful sales

Prepared by The Sewells Team

## Successful Sales Principle One

*Good sales people make the customer feel like they are the most important person in the room.*

They lean forward slightly and listen to every word they say for clues that will let them fulfil customer needs.

They don't interrupt and are never too busy to answer their questions.

## Successful Sales Principle Two

*Good sales people work as facilitators, coupling each customer with the perfect product or service.*

You can tell when a given product or service offers incentives to the sales staff over and above the other products or services because that's the one all of them try to sell.

They don't care if it's a good fit or not. A good sales person will fit the right product with the customer based on need, not greed.

## Successful Sales Principle Three

*Good sales people make sure customers are educated.*

As a consumer, it is difficult to make an educated decision until you have all the facts.

- What is good and bad about a product?
- What are the warranties if you have a problem?
- Can you bring it back to the place you purchased it, or does it have to be sent cross country to a service outlet?

A good sales person communicates effectively, giving the customer the information needed.

## Successful Sales Principle Four

*Good sales people take care of the customer without pushing.*

If you know your product and can answer questions intelligently, you don't need to be pushy. Most good products will sell themselves if you take the time to learn about them.

Being upbeat about a product does not mean bowling a customer over with your personality, or with every feature of the product. When you take the time to really know your product, no matter what it is, you can speak softly and confidently, as your product will be your big stick.

## Successful Sales Principle Five

*Follow-through is paramount to customer retention and referrals.*

How many times are you too busy to return phone calls, or send a quick “thank you”? Most of us in sales forget these little things are what bring customers back. On average it takes about £300 – £500 to bring in a new customer, but only about £2 to keep one. Invest in a book of postage stamps and some little thank you notes. Return phone calls the same day. When you make a sale, let them know you appreciate them. They will come back because they were recognised as human beings, just like you and me.

## Successful Sales Principle Six

*Ask for referrals.*

If you know the customer is pleased with your work, there is nothing wrong in asking if a customer knows a friend, or relative, who might benefit from your help.

Letters of referral are also great. These can be filed or added to a résumé or portfolio to show others your quality of work.

## Successful Sales Principle Seven

*Take care of your business and it will take care of you.*

By applying the concepts listed here you are investing in you the sales person. Know your product – whether it is washers and dryers, or graphics.

Use common sense manners, and don't push. Ask for the referral when the sale is complete.

These are “timeless” principles that have been around for decades, but they are tried and true.



We can help you embed these Seven Principles of Successful Sales into your sales teams so they live and breathe them ...please get in touch...we love to help ... and your bottom line will thank you

Call us on 01244 681068 or email [sales@sewells.com](mailto:sales@sewells.com)

We've had remarkable results across all sectors and we'd love to help you achieve your business performance goals.