

10 Sales Tips from the Hayward Miller Team

Here are the Top 10 Tips the Hayward Miller Team have put forward to help improve your sales:



1. Research your Prospect.

It is important to [research your prospects](#) – this can include their industry, their company history, financials and their visions. It is vital that you understand your client's perspective and how your clients got to their position today.

2. Use Open and Closed questions.

Open questions often start with words such as what, why, tell me about, share with me, and how. Open-ended questions should bring about descriptive answers from your prospect, not a yes/no answer.

However, closed questions do consist of yes/no answers or short non-expressive answers. They are primarily asked to get a quick definitive answer.

Ensure you are asking both Open and Closed questions to receive the most relevant and applicable information about the client and their company.

3. Prepare for the Initial Meet.

Research your potential client again. This is pivotal research needed to understand your client and their problems much better. It is worth reviewing what you know before you meet with them.

4. Know when to Stop Talking/Selling.

Remember to be cautious in your approach when dealing with any prospective client as there is a possibility of overselling or talking too much. Doing this can intimidate or even put off prospects, so be wary.

5. Be Consistent in your Approach

Have a documented sales pitch that reflects your company's strengths. Refer back to how their problem can be solved with your help.

6. Ask the Questions you want Answers to.

This may sound obvious but it's surprising how little it happens. A good example would be, "Do you have any supply issues we could help you with?"

Be direct, information on your prospective client is necessary. The good and the bad, be clear that you want to help, and you need these answers.

7. Knowledge is Power.

The more you know about the product or service you are promoting, the easier it will be to do so. You must believe in what you are selling. Genuity is easily spotted, it makes you honest and reliable.

8. Understand and Highlight your Unique Selling Point (USP).

Make sure you bring attention to what makes your company stand out from the crowd. Highlight the benefits you can bring which trumps [competitor offerings](#).

9. Be Confident.

Always be confident in your capabilities, in your approach and in your brand. Confidence settles prospective clients, allowing the right mindset to sell effectively.

10. Listen with 2, speak with 1!

There's a reason we have two ears and only one mouth!

Make sure you listen to what the customer is saying, and what they are responding to when you're the one doing the talking. Body language can say a lot about an individual's opinion on a subject, read them and listen.

Nothing comes across worse than an ignorant salesman, remember to listen for as twice as long as you speak.