

# Four sales tips to help you

Going back to basics is sometimes what you need to help you land that important sale.

We bring you four tips to remind you how to get the job done.



## 4 Basic Selling Tips To Help You Land The Sale

Some say that working in sales is one of the most difficult occupations to perform successfully; that it takes a special kind of person to make the sales that make a difference to a company's bottom line.

In some ways this is true: a good sales person is also a people person, someone who can strike up conversations, find commonalities between products and people, read people, and make the sale without being forceful or overconfident.

However, even with these qualities, sometimes making a sale can be difficult. Here are four tips that will help you make a sale.

-  Focus on your target's emotions and tap into them. Most people make decisions based on how they feel. If you are selling an ecofriendly product, for example, tap into their fear of having a loved one consume a harmful chemical. Or tap into their love of animals by expressing the item's safety to the environment and ecology. Talk about how overwhelmed they may feel at home and emphasise the product's quick action.
-  Back up your pitch with solid facts, as people use logic to justify emotional decisions. Talk about how the product is cost-effective, how the bottle is recyclable or has a return deposit, how the products inside are produced on an organic farm, or how there is no chemical odour in the air after use but rather freshens the space.
-  Remember that the person you are trying to sell to will be asking themselves what they will get out of making the purchase or how it will make them feel better about themselves. Emphasise how the product's smell will make the home fragrant for guests, or how cleaning with the product with your hands will leave your skin soft, or how clean counters and odorless drains will be the envy of all the neighbours.
-  People love to be "sold" - that is, they love to try new products and experiences. However, they don't enjoy being tricked and sales has a bad reputation for this. Think of your sales pitch as "helping" people instead. Your product should be appealing, of good quality and value, fulfill the needs you promise, and ideally be unavailable conveniently anywhere else. Allow your mark to try your product and also back up your product's success with testimonials and evidence of its good name.

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