

Dynamic Sales and Customer Service

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Effective and dynamic sales skills take practice, like playing a musical instrument. Sales are always evolving, what worked last year most likely will not work in the future. It will take practice and training to insure your staff is working at peak performance. Sales are always evolving, what worked last year may not work next year. Keeping up with sales and merchandising trends is the best way to secure a sustainable business. Staff training is the **KEY** to take advantage of every sales opportunity.

Sales are a language-based skill. An effective sales person knows how to use language both verbal and body language to get good results. Hire and train your staff to sell effectively.

Always practice the four phases of a sale: Each phase must be completed before moving to the next phase to insure the best sales results.

The **GREETING** phase: Greet your customers quickly and with meaningful dialogue. It is your job to greet your customers unless they greet you first. Many sales are blown in the greeting; make sure your greetings are effective and lead to a sale.

The **PERMISSION** phase: You cannot begin to sell a customer something effectively unless they give you permission to do so. Wait for your customer's permission before you begin to sell to them. Once they give you permission, your sales skills should be in motion.

The **OBJECTION** phase: This is the most critical phase of any sale, and most sales associates do not know how to deal with customer objections. One must uncover and solve the customer's objections before you can close the sale. If you ignore the objection phase it is unlikely that a sale will be transacted.

The **CLOSING** phase: Closing a sale is simply asking for the sale. It is easy to close a sale if you have completed the three phases above. The biggest problem with closing a sale is the objection phase has not been completed.

Some tips to help your sales:

Take an active role in the sale, free of any type of pressure.

Learn to articulate the benefits of your goods or services.

Avoid customer turn off's.

Project energy and enthusiasm about what you are selling.

Use the senses when you sell: Get people to "touch" what you are selling!

Use your hands in the sales process.

Concentrate on what works, and have fun: nothing sells better than making a sale fun!