



INCREASING YOUR COMPANY SALES

“Stop selling. Start helping.” — Zig Ziglar

The sales function within your organization is one of your most important business elements. The following steps will show you how to tap into the key ingredients of trust and effective communication in order to increase sales and build long-lasting business relationships.

1. Believe in what you are selling.

If you truly believe and are passionate about your company's value proposition, you will be able to project this onto your prospects, helping you boost sales fairly easily.

2. Learn as much possible about what you are selling.

There is nothing worse than dealing with salespeople who do not know well their products or services' features and benefits. Make it a goal to read every piece of information available regarding your product/service, and seek out additional resources if you still have unanswered questions.

3. Get to know your customer.

Marketing experts usually advise targeting your message by creating a profile of an “ideal customer”. Once you are sitting in front of a real customer, ask as many questions as possible to get to know them and to establish trust.

4. Educate your prospects about the benefits of your offer.

Whenever possible, offer your prospects the opportunity to experience what you have to offer for free. Work with them to understand their wants and needs and help them recognize the value in what you are offering.

5. Position yourself as an expert.

People like dealing with experts. If you want to establish your credibility, it is always useful to try and create a community of followers around your area of expertise. One way to achieve this is by writing and sharing your unique views and expert opinion about your product, service or overall industry.

6. Go after industry awards.

Industry awards are an excellent way to establish credibility. Keep informed on the award contests available in your industry and try to go after them. The seal of trust can make your offer an instant sales success.

7. Support your offer by compelling visuals.

People today are constantly targeted with various multimedia messages. Using images in your advertising and/or sales presentations will help you engage the client and make it easier to get your message across.



8. Interview your existing customers about their favourite benefits of your offer.

This is an excellent way to provide testimonials and promote the positive impact your product or service has had on other businesses.

9. Take advantage of your business cards as an effective sales tool.

Your business cards offer a compelling marketing message while providing complete contact information and a link to your website.

10. Invite and embrace feedback.

Feedback from customers is the best way to get reassured about the things you are doing right and hear valuable advice on the things you could improve.

EFFECTIVE NETWORKING

“You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you.”— Dale Carnegie

Networking is, has been, and always will be a critical element for success. In this month's edition of InfoPays, we go over some helpful tips on how to be successful at networking:

1. Choose events wisely.

There are networking events that could cater to the interests of a broad audience — professionally and socially. Be smart about what kind of events you want to spend time attending. Naturally, your events should coincide with your business goals, your customer base and your stakeholders.

2. Set networking goals.

Always have goals for any networking opportunity. Time is money. Before you enter into any networking situation, try to do your homework on what kind of professionals will be at the event, who you need to meet with and what you want to take away from the event.

3. Ask questions.

The best way to make an impression is to ask people about their experiences. Remember, networking is a two-way street. It is about

learning from others as well as helping others learn from you. So it is important to ask the right questions. You want to ask open-ended questions and stay away from questions that can be answered with just a few words.

4. Be energetic.

No matter what other events are going on in your life, leave them behind when attending any networking events. Be unfailingly polite and show your best, most positive attitude.

5. Try to make as many introductions as possible.

Try not to become drawn into extended conversations. If you click well with someone, suggest following up by email or telephone. It is important to connect with as many people as you can in order to increase your reach.

6. Make yourself a resource to other people.

Being a resource for other people makes you stand out from the crowd. Remember that networking is a win-win situation and that by generously sharing what you know, in addition to creating opportunities for

yourself, you can create opportunities for others as well.

7. Come up with a brief introduction of yourself.

You should aim to explain who you are and what your company does in 3-4 minutes. This will allow you to meet as many people as possible, and it will also show respect for everyone's agenda for the networking event. It is desirable to come off informational rather than promotional. Being humble and listening to other people's ideas and thoughts can also go a long way.

8. Follow up.

Make an effort to follow up with every connection you make. If you want to take it a step further, send people a handwritten note. Also, find information and resources online and offline that can be of help with their business. Always think of others when sharing information. Set up additional networking time so you can share ideas and expand on earlier discussions.

Created by the IPS Business Owner Success School (BOSS)



IPS RECOMMENDS:

- **Being prepared.** Try to bring business cards with you wherever you attend networking events.
- **Developing your “pitch”.** A 2-3 minute description of who you are and what your company does is usually a good place to start.
- **Making networking part of your everyday.** Remember that networking does not only happen at events but also in everyday interactions.
- **Placing value in networking.** Time spent in networking is an investment and not an expense, and the sooner you acknowledge this, the bigger the benefits you can reap.

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