



## HOW TO BE MORE SALES SAVVY

*Most people think “selling” is the same as “talking”. But the most effective salespeople know that listening is the most important part of their job. – Roy Bartell*

Looking for some advice to kick-start your sales force? Here are some tips for this month’s InfoPays:

### 1. Don’t sell, build relationships.

Today’s buyers are smart and independent. They have access to so much information that they almost always prefer to research products on their own rather than sit through long-winded sales presentations or take sales calls. This is where relationship building can set a great sales person apart. Show clients that you are not all about your commissions but rather give genuine advice and demonstrate care and attention to help you build strong relationships in the process.

### 2. Set goals.

Goal-setting is of great importance for any sales professional. Set out targets for every month, quarter, and for the year and make sure to stay on top of them. A few questions to ask yourself:

- What do you want to achieve in 2016?
- What types of clients do you want to engage with?
- How much revenue do you want to secure?
- What are your goals for yourself, your business and your life?

### 3. Take action.

In life, but especially in sales, progress rarely happens without concrete, deliberate action. A sales person’s life is not about rifling through “to-do” lists, but about going out and making sales happen.

### 4. Ask great questions.

Great sales people ask great questions, and great questions come from a mindset of genuine

interest in the client, their business, and their life. Do an audit of your questioning style, skills, and habits as well as plan and design some new techniques to try.

### 5. Listen.

Now that you are ready to ask some great questions, you need to be ready to LISTEN. Listen to what your clients say, and listen for the subtext, the things that are important to them but that they might not have stated explicitly. Listen without an agenda. The objective of listening is to understand your client’s needs and their unique perspective.

### 6. Ask – don’t pitch.

“Pitch” is the most misleading word in sales. Think about it: in baseball it means to throw, fling, hurl, or toss – certainly not the most convincing strategy to close a sale! You shouldn’t talk solutions until you know what a client wants and needs and why. Ask and listen – don’t pitch.



## HOW TO GET PAID FASTER

For this InfoPays, we list tips for getting paid faster:

### 1. Keep track of your time.

Stay organized and document your hours accurately to ensure that you are fairly compensated for your efforts. In the end, time is money.

### 2. Bill early.

After wrapping up a project, try to send out your bills immediately. Avoid moving on to the next task without notifying your client or customer of payment due.

### 3. Use simple terminology.

NET has been a relatively common invoice jargon; however, experience shows that this terminology may, in the end, be confusing your clients. Keep it simple by stating the number of days that your invoices become due and see those payments arrive faster.

### 4. Charge an upfront fee or request partial payment.

A retainer fee provides a guarantee and gives your cash flow a boost. During the planning stages, the driving sentiment is enthusiasm about the project so at this point sponsors tend to be more flexible about payment terms – if you are asking for a partial payment, this is the perfect time to do it.

### 5. Set up payment reminders.

Establish a simple system to keep track of overdue accounts and release payment notifications. It is better to detect a potential delinquency sooner rather than later.

### 6. Make the payment process as simple and easy as possible.

If you make bill paying complicated or nonintuitive, you are guaranteed to lose your client's attention. Try to provide your clients with easy and convenient options to submit payments, especially online methods.

### 7. Ensure your bills are accurate.

Be sure that your bills reflect the correct information, especially the current balance and the appropriate receiving party. Customers are more likely to avoid payment of bills that contain errors and discrepancies.

### 8. Be courteous.

Being courteous is not just the right thing to do – it is a powerful tactic that can help you get paid faster. A simple “please pay your invoice within” or “thank you for your business” is sure to increase your payment success over time!



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