

TOP 10 WAYS to Increase Sales

10

Know your customers

In order to effectively sell your product or service, you need to know who you're selling it to. Use analytical tools to learn about your customer demographic. Once you know your target audience, you can implement the most effective sales and marketing tools for that group.

9

Be friendly, not salesy

Customers are people, and they like to be treated as people. People also like to buy from people they like. Take the time to build rapport with customers and they will be more likely to buy from you.

8

Meet customers where they are

Consumers are beginning to feel like a number with a credit card. Everyone has the innate desire to be known. Generic advertisements and customer service don't help people feel known. Tailor your efforts to different communities or cultures to humanize your customers.

7

Keep your promises

Always remember the phrase, "Under-promise and over-deliver." Only offer deals and incentives you and your company can actually deliver on. When you deliver or over-deliver on a promise, your customers will reward you with purchases and brand loyalty.

6

Be transparent

It's your responsibility to educate your customers on your products with clear pricing, terms, and conditions. Surprising customers with last minute hidden fees or confusing lingo will detract repeat purchases and tarnish your brand's reputation.

5

Incentivize your customers

Offering promotions is a great way to sweeten the pot and provide the little push your customer needs to purchase. Giveaways are also a good way to engage customers. We all like free stuff and feel special when we win.

4

Too much of a good thing

Constantly offering discounts will have little impact on sales. Customers either tune out promotional offerings or wait for a better promotion. Be selective of when, what and how you offer incentives.

3

Set them up to knock them down

When sales and marketing collaborate and communicate, productivity increases. Marketing can generate quality leads by identifying, qualifying, and tracking leads, which can then be passed on to the sales team. Better leads will help your sales team focus on selling rather than prospecting.

2

Use your words

Be concise, concrete and detailed when talking to potential customers. Studies show the human brain can only process about 30 seconds of a conversation at a time. Prepare to answer questions and be comfortable with moments of silence and as you allow customers time to consider their options.

1

It starts at home

Treat your sales department well by coaching your team and offering regular incentives. You'll have less employee turnover, plus, seasoned veterans are more knowledgeable and better prepared to help customers than rookies.