

Sales Tips and Tricks by InfoMentis

The need to improve upon our processes as competitive landscapes change and solution offerings evolve has become a necessity to achieving ongoing success. Here are some tips and tricks to consider as you approach new and existing opportunities:

Prospecting

- Your voice – always be warm, friendly, enthusiastic, sincere and properly pitched ... i.e. not too fast or slow and not too loud or soft.
- Adapt to your prospects style/mood – play to their ego to arouse curiosity.
- Avoid gatekeepers – call before/after hours, call into higher levels and get transferred and call into other departments.

Demonstrating Value

- Inconsistencies in your story erode your credibility. People will pick up on inconsistencies, but not necessarily ask you to clarify them. So make sure you don't contradict the other members of your sales team by listening attentively to their presentations.
- Many solutions look alike, so be specific about your advantages and their value.
- A silent audience means either they don't care, they don't understand or they have already made their choice. This is not a good sign. Try using different words or answering the questions you know they should be asking.

Sales Strategy

- Understanding which members of the prospect organization will be focusing on which area of your solution is one of the keys to winning the deal quickly and profitably.
- Key to team selling is to use other team members to ask questions you have already asked to see if the answer is the same or different.
- Try to be the first competitor in the discovery process, so you can set competitive traps. The try to be the last competitor to present during the delivery process, so you will be able to respond to your prospects competitive concerns.

Opportunity Management

- Getting your prospect to collaborate and agree to a joint plan gives you leverage as you move forward in the process.
- When you come across a political pain, be careful. You have to address the political pain before you can explore the business issues. Make sure the person who is politically exposed trusts that you can help them and that you will keep the issue confidential.
- There is safety in numbers. Make sure you have witnesses, so you are not caught in someone else's political agenda.

