

10 effective sales techniques everyone needs to know

Sales are not easy, but it is not too difficult to become an expert. Just need to master these 10 skills, you can be confident before every deal.

Sales are one of the jobs *"not difficult but not easy"* and "thirsty" the most manpower in the world. In the process of working, sellers often face many difficulties, from building their own image, introducing real products / services to attract control of customers' complaints and complaints. line. However, by improving knowledge, being well trained and know how to apply sales techniques as well as what you have learned, you can be confident that you will be "successful" with this profession.

Here are 10 very effective sales techniques that will help you outperform your peers, including the power of persuasion, create personal connections with smart consumers, understand. the needs of potential customers and meeting those needs with new ideas and perspectives .

Some facts about sales are not well known



1. 18% of sales failed at the last step.
2. On average, every year, companies lose about 10% - 30% of customers.
3. 80% of companies' income comes from sales.
4. 90% of world sales are done by phone.
5. 47% of people claim that although they are served by a bad salesperson, they still buy that product.

6. 63% of people asking for information on products or services at the moment will not buy the item for at least 3 months.
7. 20% of people said that since the first time the salesperson contacted them, they had to decide to purchase after 12 months.
8. Only 20% of potential customers will give you the next call. With the remaining 80%, you completely fail.

10 effective sales techniques

Only 2% of sales are done right at the first meeting, meaning that the remaining 98% requires a process of buyers establishing a certain level of trust for the seller. Here are 10 tactics that will help you build better relationships with potential customers to shorten the waiting time.

1. Believe in yourself and what you will help customers

Nobody will buy if the seller tries to sell something they do not trust, exactly here is no belief in the product they are selling.

Confidence creates a difference that leads to the success of good salespeople.

2. Create a very interesting solution

Buyers need to be convinced. So show them how your solution will help them satisfy their needs and desires.

3. Give customers the results they will receive when purchasing your item

Draw a clear, convincing and reliable picture of the results they will gain if you use your product or service.

4. Create a personal connection with potential customers

Feel free and connect with buyers naturally instead of getting into business rules. You can send gifts, birthday wishes, memories or share them with useful information about products and services . all these personal connections will help you get the Good deal in the future.

5. Diverse connection forms



It takes up to 7 times for you to make a "cold prospect" (hard, cold, non-interested customer .) agree to meet you.

If giving up after just making 3 calls or 3 emails, then you have given up the chance to succeed. Instead, diversify your means of use, such as making phone calls, sending messages, email, mail or social networks.

6. Cooperate with potential customers

Buyers want to be part of the solution. Therefore, you need to work with them to create a solution that can achieve many goals, both yours and theirs.

7. Listen to customers

All sellers hear customers. However, what needs to be emphasized here is to listen proactively by asking questions and through emotional expressions, body language so that they understand that you understand what they say.

8. Provide information to customers

Buyers are like sellers so it is important to be successful not just focusing on selling. Expand the buyer's vision and bring them new ideas that can change their familiar thoughts.

9. Understand the needs of customers

The core thing that sellers need to know is to understand the needs and aspirations of potential buyers, not simply your personal goals.

10. Help customers avoid obstacles

Be honest with buyers about potential difficulties that may appear before and after purchase. At the same time, show them solutions to prevent or handle it.

For example, what problems can this product be in the process of use, may be damaged by the impact of any factors and how to prevent it.

Just need to learn, constantly improve your skills and sales with all your heart, you absolutely can become an excellent sale expert.

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