

10 Sales Rules to Follow if You Want to Grow Your Business

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When many individuals think about selling they first visualize an unsavory used-car salesperson.

But selling is a vital strategy for business growth in that it keeps businesses going, brings in income and pays bills. Therefore, to a great extent, organizations depend majorly on sales performance.

A client likewise needs a motive to purchase. He should be informed that the commodity takes care of his needs and does it perfectly.

To impact a decent business development procedure through sales, a business needs to practice these 10 rules consistently:

1. Know your product and industry

Customers are not foolish. They can immediately tell when the individual doesn't know anything or much about what they are selling. If taking out some time to thoroughly study the product and its industry is required, don't hesitate to do just that.

2. Stop acting

Time and again, organizations beginning in sales think they need to somehow distort what they really represent. But speaking the truth has an enormous effect in winning a client's trust. They know who they're doing business with, they feel good dealing a candid business, and they believe the deal is just what they were told it is.

3. Persistence wins

Deals don't happen just like that. A business needs to strive and be diligent, regardless if they are rejected initially. In some cases, clients like to know that the business really wants their order.

4. Concise messaging

Together with being educated on a particular business, you additionally have to sell with concise messaging. People don't have all the time in the world to listen to you talk about your business. Hit the nail on the head. Don't bore them with too many irrelevancies.

5. Help solve problems

Many clients don't purchase an item simply because it's a particular color. They purchase on the grounds that they require the solution to a problem or need. Show a link between the commodity and the client's problem and it will win the client over immediately.

6. Respect

Clients have their own unique personality, experience, foundation and ability. Organizations should be aware of these factors instead of being dismissive or offensive. Nothing annoys a client more than a sales representative that portrays himself as a know-it-all.

7. Be accessible

When clients are prepared to purchase, they do it when it suits them and not when it suits the seller. Sales representatives who are accessible win the sale on the grounds that they make it easy for the client to purchase when it suits them.

8. Face rejection bravely

If a business got befuddled each time it was rejected, there would be no commercial enterprises. Dismissal happens frequently. Organizations should be solid even when told "no," so go at it again and again.

9. Learn how to listen

Many clients would like to express their issues. Unfortunately, business salesmen are so excessively occupied with trying to make sales that they don't listen and observe enough to know that there is an opportunity staring them in the face. By just connecting on a personal level with the client, a lot of work can be avoided.

10. Follow up

Once the deal's done, most sellers move onto the next available client. Keeping tabs on an existing client can take care of product issues rapidly before they result in complaints, produce new deals, and serve as the foundation for a long-term relationship with the client.

Deals may appear like a challenge because numerous organizations neglect to connect with their clients. Rather, the best selling occurs when there is good planning and legitimate data. With a solid strategy for business growth concentrated on the appropriate sales technique, a business will not just survive, but grow and expand. Therefore, sales make a whole lot of difference.

Gregg Swanson is a sales performance consultant and business coach who has authored several books and numerous articles on peak performance. Swanson specializes in helping companies internally align themselves to achieve superior business results. In addition, he helps sales professionals develop mental strength for optimum sales performance. He is founder and owner of Warrior Mind Coach.