



Top Tips to Help You Excel in Sales

(No Matter How Experienced You Are)



Introduction

Sometimes, you need a spark of inspiration to help you nail your next call, close your next pitch, or just start your day off right. That's why we've compiled the top tips to help you excel in sales. No matter how experienced (or inexperienced) you are, we know you'll find something that will help inspire you!

NUMBER ONE

New to Sales? Keep these things in mind...

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1

Stay Constantly Focused on Personal Development

To be successful in sales, you must adapt a mindset of continuous learning and personal development. This is important to your growth as both an individual and a professional because when you learn new information, you can use it to improve and develop your skills.

✓ Read

[The Seven Habits of Highly Effective People](#)
[How to Win Friends and Influence People](#)

✓ Watch

[How do I keep up with new developments in my industry?](#)
[How to create sales momentum?](#)
[What's the single most helpful sales goal I can set everyday?](#)

✓ Do

Write down your personal sales goals and aspirations. Keep this in your wallet or purse and read it before big meetings to get you pumped up.

In fact, you can take this a step further and build a vision board to place in your office or cubicle as a constant reminder to stay focused on your goals and aspirations.

2

Develop good habits early on

We are all creatures of habit and often feel the burn of bad habits. When you're in sales, especially new to sales, it's absolutely critical to develop good habits early in your career.

- ✓ Build a prospecting and lead generation process that's repeatable and measureable.
- ✓ Take time to truly understand your product/service and industry. What problem does your product/service solve for? What's currently happening in the industry that may influence how you position your solution?
- ✓ Ask for feedback from your manager. They are your manager for a good reason, they have experience and are there to help you do your job better.
- ✓ Don't wing it, always be prepared in advance.

3

You're the expert

Someone will try to make you believe they know more about your product/service, prove them wrong.

- ✓ Learn every possible objection and how to combat these objections effectively. When we work with sales teams, we have them walk through an exercise called 'They-Say / I-Say' which is all about knowing the common objections, anticipating it, and then having a practiced response to fire back with.
- ✓ Stay up to date on your industry and know how trends affect your business. When you keep an ear to the current happenings in your industry, you'll have more fuel to add to your next discussion with a prospect or client.
- ✓ Leave your insecurities at the door. No matter how nervous you are, fake it. While this may seem counterintuitive to believing you're an expert, it's a common feeling among even the most knowledgeable individuals. Being prepared will help you reduce these feelings of nervousness.



NUMBER TWO

Ideas to Inspire Your Sales Approach

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1

Be prepared and ready to ask the right type of questions to get the right reaction from your prospective buyer.

- Steve Bookbinder

- ✓ Your prospective buyer has their own feelings about their obstacles and challenges so let them tell you how they feel/what they believe.
- ✓ Don't start talking until you're sure you have a good handle on what kind of solution they're looking for.
- ✓ As the sales landscape changes, buyers are becoming hypersensitive to any type of sales pitch that's not personalized and tailored to their needs, goals, and priorities.

2

Never go into a meeting or a call without clearly outlining your objective

- ✓ Knowing the end goal will help you communicate what you need more effectively
- ✓ Build an agenda that you can use as your guide.
- ✓ Ask the prospect you're meeting with to provide any key points they'd like to cover during the meeting and then add it to your agenda.
- ✓ Once you've created the agenda, share it with everyone who will be at the meeting. This helps provide clarity regarding what the meeting is about and will help others prepare anything they may want to add to the meeting.
- ✓ The end result? A much more productive meeting for everyone involved.

3

Show up and show up on time

- ☑ One of the worst things you can do is to show up late. Don't give the prospective buyer a reason to dislike you before you even open your mouth.
- ☑ Instead, arrive ahead of schedule. This will help you feel more relaxed because you won't be rushing around and stressed out.
- ☑ You know what they say, early is on time, on time is late, and late is unacceptable.

NUMBER THREE

Okay, Tell Me More About Smart Prospecting

[-/u/VyvanceCS](#)

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1

Maximize your time by mapping out your territory like a pro

- ✓ Look at a 50 mile radius around your office/territory and start there.
- ✓ Depending on your company, you may or may not have already been assigned a territory to focus on, but regardless, building a territory management plan that you feel comfortable with is the key to maximizing your time and territory.
- ✓ For instance, if you have a few prospects in the same area as one of your most loyal accounts, then you can take full advantage of this situation by scheduling a meeting to continue building your relationship with your client while also scheduling time to meet with the new prospects in the area.

2

Research those leads like your life depends on it

- ✓ Google them, look on LinkedIn, even check Twitter or Facebook.
- ✓ The main thing here is that you gain a better understanding of the person and company you'll be meeting with.
- ✓ What types of articles have they liked or shared recently? What companies are they following? Are they actively involved in any mutual networking groups or associations?
- ✓ The more you know, the better! And the more personalized your message is, the more effective it will be!

3

Create a spreadsheet with all of the information you know

- ☑ One of the best things you can do is to stay organized. Keep everything in one spot, we recommend a spreadsheet, and type in their name, organization, possible challenges, possible solutions, and any additional information that will help you understand your prospective client better. ⚡ *Consider this your master list.*
- ☑ You can track your prospect and all information associated with that prospect, which will help you prepare for each and every meeting you have with them. As well as serve as a template and reference point for when you add new prospects to the list.
- ☑ You can also use this master list to ensure you're spending your time with the right prospects and opportunities.

4

Build your personal marketing campaign

- ✓ Personal marketing is another way to look at prospecting, but takes prospecting to a whole new level.
- ✓ It means building an online presence that's focused on educating your target audience as well as positioning yourself as an industry expert or specialist.
- ✓ Before you can do this, first consider: Who are you trying to reach? What are you trying to accomplish? And how will you measure success?
- ✓ This means figuring out what you're going to do and how you're going to do it

For Example:



Send an email on (date) and
a follow up on (date)



Write and share 2 blogs
posts per month that will
relate to my target buyer
persona.



Join a relevant discussion
group on LinkedIn and
actively contribute to the
conversation at least once
per week.

*As you monitor your activity and receive responses, identify next steps and how
you're going to get facetime with that prospective buyer.*



NUMBER FOUR

Reasons to Get Personal With a Prospective Buyer

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95%

Say face-to-face meetings are essential for long-term business relationships.

- Virgin

85%

Say they build stronger, more meaningful business relationships during in-person business meetings and conferences.

- Hubspot

77%

Say they prefer in-person conferences due to the ability to read body language and facial expressions.

- Hubspot

- ✓ As more technology is introduced to enable a remote workforce, we default to using these technologies to hold meetings, but based on the stats shared above it's time to rethink that notion. While it may be easier to hold a meeting virtually, it's not the most effective way to develop a relationship with your prospects and clients.
- ✓ Take the time to increase the number of face-to-face meetings you're having on a weekly or monthly basis. Shaking up your meeting routine will benefit you on both your personal and professional level. We oftentimes get so busy in the day-to-day details of our jobs that we forget how valuable and important it is to have meaningful interaction.



NUMBER FIVE

Make a Great First Impression With These Networking Tips

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Keep these tips in mind:

- ✓ Networking can help you build relationships and gain valuable insight into the people from your industry.
- ✓ Networking can feel awkward for some, but all it's really about is expressing curiosity and being genuinely interested in learning more about the people you meet.
- ✓ If you feel held back because you're not a big fan of large events, then seek out a smaller, more intimate event where you can get your feet wet. That's a great stepping stone to join in on larger events, and then before you know it, you'll be a networking pro. Especially when you prepare and think about the questions you would ask (or not ask) in advance of the event.



Avoid these questions:

- ✘ Anything that can be answered with a simple “yes” or “no”
- ✘ Anything that is typically mundane like the weather
- ✘ Anything controversial - definitely don't talk about politics or religion!
- ✘ “What do you do for a living?”



Do ask these questions:

- ✓ “How long have you been with _____ company? What brought you there?”
- ✓ “What’s your favorite part about your job?”
- ✓ “What do you wish you had known about your position/the field before you started?”
- ✓ “Any good vacations planned this year?”
- ✓ “What books would you recommend that would help me succeed in this field?”

Conclusion

No matter how experienced you are, a little inspiration will help you become a better salesperson. Start the week off by looking at these tips and figuring out how you can incorporate them into the next few days. We're sure you'll have a productive, and profitable, week ahead of you!

To get more actionable tips and learn from professional sales trainers on how you can always be improving your sales skills, contact the DM Training team.

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