



## 6 Simple Steps To Instantly Improve Your Sales

**1. Forget your past** – Every person has an idea of what a “sales person” looks like to him or her. If you are struggling in sales, it’s likely because you had an uncomfortable experience with sales, and you fear you will cause someone else to feel the same way. Let that go. Instead of avoiding causing discomfort (negative), shift your focus on delivering value (positive).

**2. Drink the Kool-Aid** – The quickest way to increase your sales is being a customer of the product. This allows you to be able to speak about your experience when recommending it. If you sell five products, and only personally have one, you will notice that you sell that one product more than the rest. Buy them all yourself. If you can’t buy them all, buy the one that offers you the highest return on your time when selling. That way your increased sales of that product will grow your business faster, allowing you to invest in the rest of the products sooner.

**3. Remember: You Are The Sales Person They Need** – Your customer will be buying products for the rest of his or her life. If you don’t make sure they know what you offer, you risk having them go to someone else, someone who won’t treat them nearly as well as you will. Go talk to them, now!

**4. Don’t attach yourself to the outcome of “making a sale”** – If your goal is to “make the sale” you will have “commission breath”. This is when your client can tell that all you want is the sale. This will scare them off. Focus on understanding their needs, asking questions, and trying to see IF there is a way your products or services can help contribute to their goals.

**5. Be the expert** – Sometimes it takes some creativity to find a way to fit your product or service into a solution for a client. And it won’t always be a fit. If you don’t have something that fits, be armed with information that may help your client anyway. Try not to send them to a competitor if you can help it, but show them that you are able to think critically about solving their problem. This will position you as the expert in this area, making you the go-to person, even if you weren’t able to sell a product or service right away. This will get you referrals and future business opportunities.

**6. Close** – Of course you expected this, but, here is the key – don’t close on the product or service, close on the RESULT. If your service is house cleaning, say, “Now, let’s have you coming home to a clean house tomorrow. Will that be going on your credit card?”

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