

Secrets to Sales Success!

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Selling is hard?

How hard is selling? Here are a few statistics!

- At least **50% of your prospects** are not a good fit for your product.
- On average, it **takes 18 calls** to connect with a buyer.
- Only **24% of sales emails** are actually opened.
- **80% of sales** require five follow-up calls.

How exactly are salespeople supposed to keep up? In this article, you will find **7 tips on how to succeed in sales in 2024!**

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Aim to solve Pain Points?

If you want to succeed in sales!

You need to **understand, identify,** and **empathise** with your customers' troubles.

People are most receptive to product marketing that can clearly communicate how your company solves their pain points.

Don't just tell the people you can help. Show them how you do it.

The most successful salespeople **sell solutions to challenges.**

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Use sales technology!

Proper use and implementation of sales technology are by far one of the easiest ways to achieve sales success.

The key word here is “**Proper**” since sales technology alone is not enough to guarantee success.

Use sales tools to make your life easier, streamline your work and boost your productivity.

But remember, you can't rely on the **software** to do the job for you. Rather, you want technology that will help you be the best salesperson you can be. **Automation software** and **sales CRMs** are great examples.

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Know your audience?

Aiming to solve your customers' **Pain Points** is a **top priority!** how are you supposed to do that if you don't know your customers?

This tip for sales success is to thoroughly research and learn about your audience to the point that you truly know them.

Social media is a great place to start. Social networks like **Instagram** and **LinkedIn** typically have information about your customers' **interests, experiences, skills** and **education**.

Top Tip - The more information you have, the more opportunities to relate to your current and potential clients.

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Know your product?

It's only logical that you need to know **your products** just as well as you **know the customers** you're trying to sell to!

You'd be shocked to see how many salespeople have only a surface-level understanding of the thing they're selling.

Knowing your product goes far deeper than the **specifications, price** and **functions** it performs.

A key skill is to place yourself in your **customer's shoes** and think about it from their perspective.

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Be an active listener!

It's only logical that you need to **know your products** just as well as you **know the customers** you're trying to sell to!

- **Pay attention** - Devote your complete attention to the person you're speaking with and **make sure you show it**.
- **Repeat what is said** - You want to **paraphrase** what the other person has said. Don't give an opinion or offer any advice, but rather summarise/ clarify.
- **Don't judge - remain free of judgement** in your responses so the person you're talking to feels compelled to continue speaking.

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Quality, not quantity

Sales success in 2024 lies not in the **number of leads** you close but rather the quality.

pursuing large amounts of unqualified leads can be a huge time commitment that results in only a small percentage of actual sales.

While it can feel like it's your duty to pursue every lead, no matter the size, its a bad business pratice.

Make sure to go after quality leads that can be **nurtured from prospect to customers** and have the potential of turning into **long-term, loyal clients**.

These types of leads may be fewer in numbers but they provide larger and consistent revenue.

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Never give up!

Becoming discouraged and tired is common in sales and can happen after only a few bad calls or meetings!

Never give up is crucial to success. You cannot let a few bad experiences determine your skills and values as a salesperson.

After a bad call, meeting, or even a bad week, remember to **take a deep breath** and think about all of the great work you have done.

Keep pushing forward, you've got this!

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**Want help with your marketing?
Call us on - 0121 66 66 534
Or email us at - Sales@E4k.co
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