



KEYS TO SUCCESSFULLY SELLING THE BARTER PRODUCT

Excellent product knowledge	<p>Knowing everything we can about our own products and relaying this information to others in a clear, easily understood manner</p> <p>If we are not experts about our own products then no-one will buy from us</p>
Having a great attitude	<p>Being positive about the product, friendly, always going out of the way to provide more information and doing more than we are supposed to do</p>
Seeing ourselves as successful	<p>Great companies and great sales people see themselves as successful</p>
Never prejudge	<p>Never assume or minimize the prospect or client</p> <p>Treating everyone equally</p>
Focus on meeting goals	<p>Focus on meeting goals</p> <p>Ensuring that goals are written down</p> <p>Ensuring that the rewards for meeting goals are obvious and well set-out</p>
Being self-motivated	<p>Follow plans</p> <p>Make calls</p> <p>Meet with customers</p> <p>Do demonstrations</p> <p>.. ever day</p>
Practice and prepare	<p>Practice presentations, telephone calls, demonstrations, product knowledge</p> <p>Prepare well beforehand</p> <p>Ensure that we have a checklist of things to ask and to say</p>
Talk to lots of people	<p>If everyone of our staff members (even those not in sales) talks about the company and its products then more people will hear about us</p> <p>The more people the sales team talk to the more chances that a sale will be made</p>



KEYS TO SUCCESSFULLY SELLING THE BARTER PRODUCT

Take action	Be pro-active as soon as an opportunity presents itself
Sell more than just the product	Understand who the customer is and what they want
Create value	Rather than being stuck on selling price, sell the value of the product and, where suitable, negotiate a price commensurate with value provided to the customer
Be persistent	Some people have bad days, there is always more opportunities to talk to them again
Sell speed and ease	Ease of use and speed of implementation are two of the major concerns of customers
Become a resource to clients	Have clients see us as a resource, providing them with expert knowledge and advice Provide customers and potential customers with ongoing information and education as a way to keep in touch
Love what we do	If we do not love what we do and we do not believe in it then we will not be successful
Be in control	Drive meetings and presentations in a useful direction