

# 13 Ways To Excel

## *Practical steps to improve sales today*

- 1. Believe in yourself.** In the early stages of your career, you will work hard and make personal sacrifices. Your self-confidence will build as you set and meet realistic goals.
- 2. Do your homework.** Gather as much information as possible about your customers' needs and wants. Organize: take notes, keep up-to-date records, and establish a reliable follow-up system. Study and improve your skills.
- 3. Ask a lot of questions** -- and get the answers. Know your customers as human beings -- in the store and out. Empathize; compassion and understanding work wonders. Don't prejudge.
- 4. Be enthusiastic,** outgoing and visible and your customer base will grow. Use advertising, telemarketing, and newsletters; make contacts through cold calls and referrals. Become comfortable with the telephone, project your personality, and develop a calling schedule.
- 5. Know your market and understand your customers.** When you can interpret your customer's needs and wants, you can understand their problems and help find solutions. Think how you would feel if you were in your customer's position.
- 6. Believe in your product and the help you can give your customers** it will create genuine enthusiasm.
- 7. Study your competition.** Understand their strengths and weaknesses. Surpass their persistence with yours.
- 8. Plan and prioritize.** Ask for help when you need it. Help others whenever you can; they will return your favors in kind.
- 9. Become your own time manager.** Before you can effectively manage your customers' time, you must learn to manage your own time.
- 10. Learn how to say "No."** If you do not intend to fulfill a request, say so. Choose your commitments carefully and keep the ones you make. Be direct and truthful.
- 11. Conquer rejection.** Be prepared for negative feedback; when properly handled, rejection can build character.
- 12. Develop strong relationships with your customers.** Offer help, stay in contact, and be flexible. Anticipate your customers' needs and concerns, remain open to their suggestions, and ask for continuous feedback.
- 13. Tie up those loose ends.** When closing, give your customer well thought out solutions to any last minute objections. After the sale, keep in touch to resolve any needs and follow up as quickly as you can.

