

Top 10 Tips from Experienced Sales Professionals

Best practice advice from sales professionals
from a variety of business sectors

Chris Dunn

Tip 1: “Get Personal”



“Take an active interest in customers as people first and buyers second.

People buy from people that they know, like and trust.”

Alan – Technical Sales

Tip 2: “Think Win - Win”



“Understand your buyer’s personal motivations as well as their business aims.

Help them to reach their targets and you will achieve yours too.”

**Eric – Security
System Sales**

Tip 3: “Start Afresh”



“Don’t pick up where a failing supplier left off.

Go back to basics and start afresh with new thinking and different solutions.

Your customer will thank you for it”

David – Property Management Sales

Tip 4: “Minimise Risk”



“There’s always the fear of the unknown and the risk of change.

Minimise the risk by providing performance guarantees and help your buyer to make the change.”

Paul – Insurance Sales

Tip 5: “Is There A Budget?”



“Remember **BANT**.
Budget, need,
authority and timing.

If any of these are
missing, you are
wasting your time
and will not make the
sale.”

**Gary – Capital
Equipment Sales**

Tip 6: “Make It Visual”

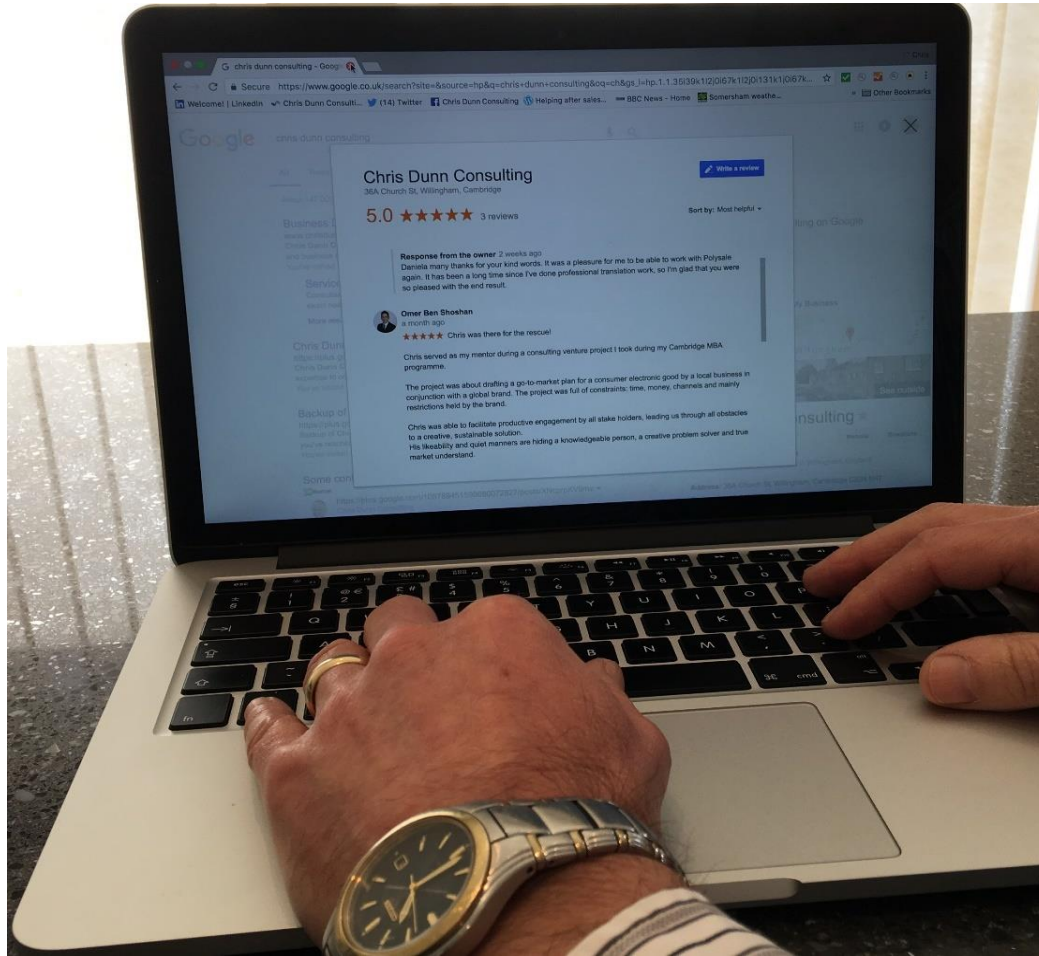


“If you want to be seen, then you’ve got to get visual. Especially with millennials.

Even highly technical subjects like tax need to be brought to life – dull presentations just don’t cut it any more.”

Ed – Tax Consultant

Tip 7: “Prove It!”



“You’ve got to back up your words with proof.

Reviews, case studies and testimonials help your customer understand the true benefits you offer.”

Steve – FMCG Sales

Tip 8: “Don’t Push It”



“Don’t push pre-packaged products. Tailor your solution to fit

Don’t force the sale - Allow your customers to buy when they are ready”

Ben – Telesales

Tip 9: “You Can Say No”



“Don’t be afraid to say “no” to the wrong solution.

Offer alternative options and be prepared to walk away.

No deal is better than a bad deal.”

Nitin – Strategic Sales

Tip 10: “Always Over Deliver”

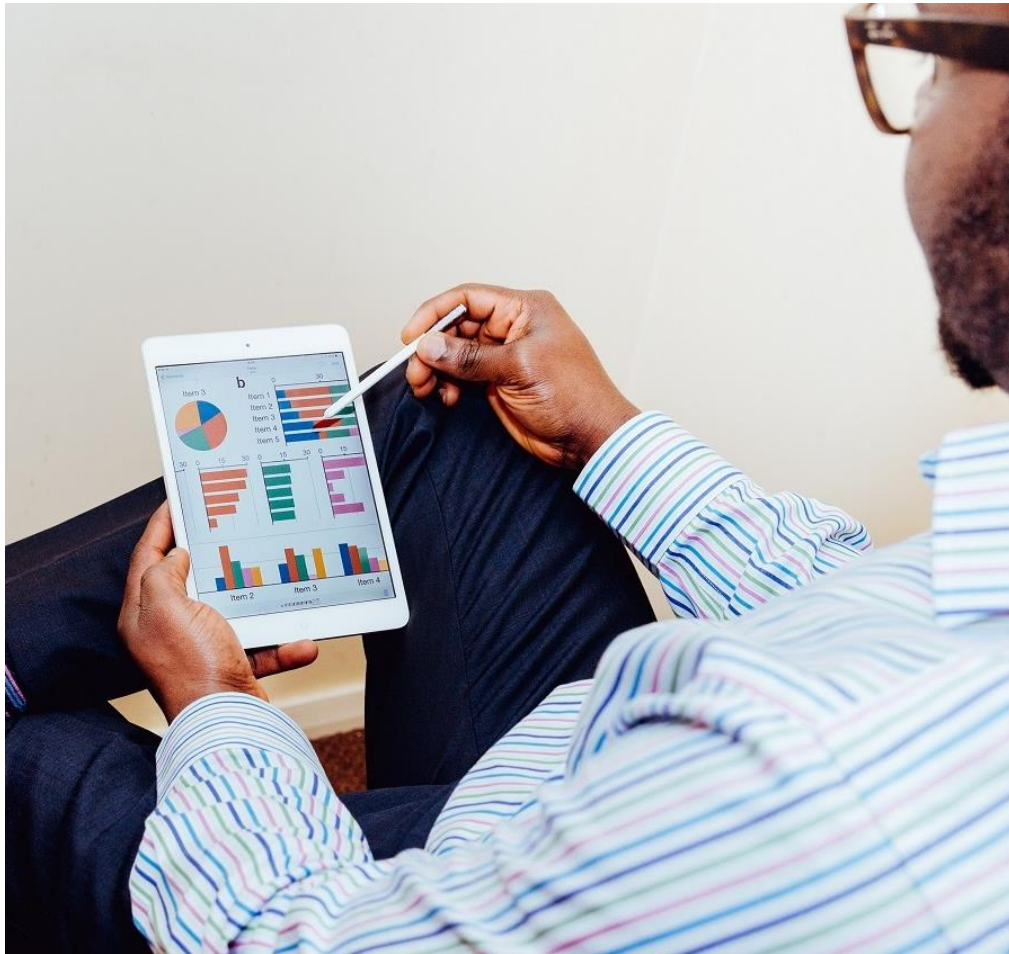


“The single best thing a sales person can do is deliver on their promises.

You build your reputation not by what you say but by what you do. Your reward is repeat business.”

Ben – Financial Services

Bonus Tip: “Always Add Value”



“Most sales only happen after your prospect has bought into you and your company and what you can do for them and their organisation.

Think first about what you can give and not what you can get.”

**Chris – Business
Consultant**

Learn more about [value-added selling](#)

Further Information

This presentation was originally produced in April 2017 following a series of interviews that I held with experienced and successful sales professionals



About the Author

Chris Dunn is passionate about the power of digital transformation and customer experience to create brand value, customer loyalty and competitive advantage.

His career stretches back 35 years during which time he has developed fast growing, profitable businesses serving B2B and B2C markets in the UK and internationally.

His company Chris Dunn Consulting Services Limited provides business coaching and management consultancy to companies to help them drive change management and business development.

Chris is a long-standing mentor on the Cambridge Venture Project run by the Cambridge Judge Business School.

He writes a regular blog to pass on business advice as well as posting handy hints and tips through regular posts on LinkedIn and Facebook.

