

## Four Techniques to Help Increase Your Sales

### **You must communicate to prospective clients or customers based on their communication style...not yours!**

First you must determine the personality type of your prospective client or customer, then you can communicate with them **how they best receive information, not how you are comfortable giving them information.**

### **Find their motivation to buy**

*"The fool tells me his reasons; the wise man persuades me with my own"* - Aristotle  
It's not how you sell, it's why they buy! Find out their motivation for buying your product by listening 80% of the time and talking 20% of the time. Be a great listener and let your prospect talk and you'll hear their motivation for buying your product or service. At the close of the sales you can remind them of their motivation for buying. **Now they are persuaded by their own reasons to buy, not yours.**

### **Ask for the sale**

It can be as simple as "should I start the order?", or "may I start the paperwork?", or "would you like to buy it now?", or "when would you like it delivered?", or "can I have your drivers license to get your correct information for your order?"

**Be sensitive to the right timing during the sale then ask for the sale.**

### **The fortune is in the follow up**

How do you increase your chances of making a sale? Don't give up and follow up, regardless of the number of times you get no response. Always remember a no or no response usually means "not now". 80 % of salespeople quit after the third contact. For example, you leave a message and don't receive a call back... or you send a card in the mail with no response...or you see your prospect at a networking event and they aren't interested in talking about your product or service, that's three attempts on the part of the salesperson. In the mind of the salesperson they think the potential customer is not interested because calls weren't returned or they didn't seem interested BUT...that's not true. Life and circumstances happen to all of us and very often it's just bad timing for the potential customer.

I remember I called a potential client 18 times and left 18 messages on their voice mail and on the 19<sup>th</sup> call they finally answered. They acted like I never called before. I told them I wanted an appointment and we set a date. During the appointment I made the sale (you can imagine what was going on in my mind) Why didn't they call me back before? It was probably wrong timing!

Rather than beating yourself up on the past no's...just keep calling back in a professional and respectful manner. The fortune is in the **follow up**, never STOP following up and be creative in the ways you follow up. **Don't stop the follow up process unless they tell you to.** Very often it's a timing issue that determines when they buy. Follow up, follow up, and follow up until the timing is right.

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