

10 top tips to become the worst sales person in your company!

Being the best sales person in your company is a tough task whereas being the worst is a synch! Read on to learn how to guarantee that you are the worst sales person in your company and whether you already hold the crown!

Have you ever had sales people who just never seem to make it no matter how hard they try?. These sales people are one of the main factors for decline in business. Your sales people are the heart of your company and without good ones you will find it difficult to succeed in selling your products. To train good sales people you sometimes need to take a different approach.

Here are 10 tips that will save you from becoming the worst sales person in the company:

1) Not being punctual: being on time is very important to a customer. Take into consideration that many of your seasonal Christmas customers will be new. Your sales people will represent the first contact these customers have with your company. First impressions are lasting ones and your sales person need to make a good impression. Being on time will give a good impression to the client and increase their confidence in your company.

2) Poor presentation: some sales people just do not have all their ducks in a row and simply do not present the product well. A presentation is the first thing a customer will know about your product. If your product is not shown correctly to the customer he is very unlikely to buy.

3) Bad attitude: rudeness and unprofessional behavior is not acceptable under any circumstances. It is quite surprising that you will meet some sales people who are just plain rude and short with you the consumer. This gives the potential buyer the wrong impression about your company. They do not get a proper picture of the product, as they will probably not even wait for the presentation to end. You will lose many sales like this.

4) Not being articulate: a sales person must know how to express himself with confidence and fluency. He needs to be able to greet the prospect and introduce himself with assurance. This will start the whole presentation off to a good start. When he presents the products, he must be sure to do this in a confident manner. He should also be prepared to answer all questions concisely and well. If your sales person cannot do this, your sale will not go through.

5) Not listening to a customer: a sales person should not only be able to present your product but listen to the prospective buyer. There is nothing more irritating to the consumer than having a sales person go on about a product and not letting you ask a few simple questions. After all whose money is on the line here? Worse still is when you do finally get to ask your question and instead of giving you a straight answer they go

off on a tangent and have clearly not been listening to you. This will make a customer angry and they will probably never do business with you.

6) Basing a sale on cost: it is extremely risky for a sales person to depend on cost to close the sales. The prospective buyer will be quick to take advantage when he sees that the deal depends on the cost factor. He will drive the price as low as he can and you will take a heavy cut in profits for the sake of a sale. The buyer may hold off and then not even buy.

7) Not knowing when to close a sale: This is a common fault but a lethal one. Many sales have been lost because the sales person did not know when to close the sale. A good sales person is in tune with the prospective buyer and knows instinctively when to move to close the sale.

8) Hard sell: Hard sell is when sales people try to push the sale on the prospective customer. This will make the buyer aggressive and he will try to get rid of your sales person as soon as possible. It is a proven fact that nobody likes to be sold to.

9) Inflexibility: a sales person should be aware of different personalities and various situations. They must be flexible and able to adapt to different circumstances. The presentation may be the same but the buyers are rarely the same. Each buyer wants to feel special and expects the sales person to understand his circumstances. Inflexibility will cost you many sales.

10) Not following up a hot prospect: Follow up is very important. It is actually plain good manners. You have spoken to a person who has expressed interest in your company's product but may not have been able to make a decision yet. It is courteous and good for business to follow up with hem. You may even make a sale this way. If your sales person does not know how to do this you will end up losing valuable customers and sales.