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## Excelling at your Sales Job

There are a few key factors in becoming the best salesman you can be. When we think of salesmen in general we conjure up images of car salesmen trying to sell us a car we can't really afford. Salesmen have the reputation of being - well, very underhanded and sleazy to a certain degree. If you ever walked into a car lot, you know that a salesman is not too far behind you. It is as if they are sharks and can smell blood in the water. Not all salesmen are "devious," many salesmen are honest, hard-working people who will understand your needs and not sell you anything they don't feel is necessary.

If you have aspirations of being a salesman in the near future or want to fine tune your skills, here are some methods, tips, and suggestions to consider that will enable you to be the best salesman you can be.

### Understanding the Product or Service

Before you are racking up commissions left and right you will have to know the product you are selling like the back of your hand. Companies will train you and give you all the understanding you need. After all, they need their salesmen to be as knowledgeable as possible in order to answer every possible question that the client or customer might have.

The training doesn't stop there for you because in your spare time (at home) you should research the product and service more thoroughly. Think of your job like a classroom. Why? Well, when you leave the classroom you have homework to do ordinarily. When you **leave work** you can gain an edge if you continue to do your homework and take your knowledge of the product or service to the next level.

### Understanding Your Customer or Clients Needs

Understanding what your customer or client needs is very important in your success as a salesman. You do not have to sell every products or service to everyone who walks in the door or speaks to you on the phone. It is crucial to understand what your potential customer needs, so that you can better serve them. If you know what they want, then you know what to give them, it's that simple. You must ask the customer detailed questions on what they need and why they need it.

If you are under fire from a barrage of questions from a client and you are unsure what to say, try avoiding answers such as "Ummm...", "I don't know.", and "I can't help you." You must seek someone in your company that can better answer your customer's questions.



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### **Focus on the Positive Rather Than the Negative**

Few products are "perfect" and without flaws. When a customer asks you questions and you know the answer will not be a positive one, you can twist the negative into a positive.

### **Treating Everyone with Respect**

If you are dealing with a customer who will not purchase the most expensive item you sell, it shouldn't matter. Not everyone can afford the best items you have to offer. You must keep in mind that every customer is the most important customer. You might deal with customers who in your eyes are "small potatoes" in comparison with others. Never act discourteous or uninterested in a customer because they want to know more about the \$10 item you have and not the \$1,000 item.

Also, if you treat a person with respect and answer all of their questions without an attitude, they will be more inclined to come back and give you their business again.

### **The Most Important Thing.....**

Regardless of what type of **sales job** you have, remember to have fun and enjoy yourself. If you do your homework, respect everyone who walks in the store and gives you a phone call, and understand what your customers or clients need, there is no reason why you shouldn't have considerable success.