

HOLISTIC SALES



Savvy shoppers and clients today have many choices. Start to see sales from a holistic point of view to ensure your company holds a substantial market share.

HOLISTIC sales are the way to true sales success in contemporary markets. The theory holds that you need to consider all contributing factors and analyse your entire sales system rather than just the individual transactional sales steps.

Firstly, you need to check to see if your entire sales system aligns by answering the following question:

Business culture: Do you have one? Does all your team own and buy into it? Does your sales force know the motivations of upper management so they can feel more in sync with the company ethos and understand why they do what they do to achieve higher results?

Marketing insights: Are you targeting the right customers? Does all your marketing align with your business culture? Does it truly represent your product or service? Can you deliver what you say you can?

Competitive advantage: Do you know your point of difference? Do you stay true to your main core business strengths? If it is not your specialty area, can you do the job justice or in fact, will you hurt your reputation through having a substandard outcome?

First point of contact: Does your office premises align with your marketing message? Is it clean and tidy? Do you look the part? Is your website aligned with the rest of your marketing and branding?

Greeting: How are your customers greeted? Do you acknowledge customers promptly and enthusiastically? By phone, do you smile and sound professional when you answer?

Are you aligning the pitch of your greeting to your marketing message? Are web inquires promptly replied to?

Building rapport: If your marketing states 'friendly and helpful staff', make sure your staff are exactly that. Once clients contact you, the human relationship needs to be nurtured. Are you showing common courtesy and respect? Do you show genuine interest in all parties and not just the person with the credit card? Never assume anything about your customers or you will be caught out.

Qualify and identify needs: Do you take the time to identify your customers' needs and wants? If you are advertised as product specialists be careful not to rush in with your recommendation before you even know what service or product will suit.

Recommend a product or service: You need to have expert knowledge of what you are selling. Have you studied your product and services? If you have to read the brochure for basic information this does not look professional nor will it instil confidence.

Features and benefits: I constantly hear salespeople fail to sell the benefits of products as they rattle off feature after feature trying to impress with their intimate knowledge of the product. A customer only truly cares about the benefits those features actually give them.

Closing the sale: Do you always invite clients to air any questions they have unanswered about your products or services? Do you professionally handle objections? Are you upholding your company culture when you close the sale?

IN SALES

with
Tracy Benson



Follow up: What follow up do you have in place to consolidate your client base and build your repeat and referral customers? It could be as simple as thanking a client for purchasing in your store. Do you look after the customer right up to when they actually leave? For larger service and product-based businesses it may consist of a loyalty program, newsletters or email contact.

Motivation: Do you and your sales team have the motivation and attitude to consistently strive to nurture a holistic sales approach for your future business success?

Having an aligned and consistent approach throughout the

entire sales process is what makes outstanding successful sales companies but they will only be effective if there are appropriate business skills, processes and tools reinforcing the desired actions and behaviour to succeed. If the actions that underpin a sales-focused culture are not understood then it will not work.

Tracy Benson

Benson's Business Training

Managing Director

info@benstraining.com.au



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ScootaCo
59 Anderson St, Cairns
Phone: 40311144 Fax: 40311172
info@scootaco.com.au
www.scootaco.com.au