



SERVICE SELL STRATEGIES

Selling a service is different to selling a product and while many of the normal sales principles apply, it is vital to tweak your approach to maximise all opportunities.

A SERVICE is not tangible, it cannot be picked up and looked at. When selling a service, the salesperson is quite often also the service provider. The service outcome may not be fully known until the job has been finished and even then, it is subjective as to what the result has actually been and this is seen as a risk.

As a service provider, it is important to understand you are actually 'selling a service'. Clients have many choices with competitors so you need to be acutely aware why clients would use your services over someone else's.

Professional service providers know the easiest path to a successful business is through extending and expanding the services provided to existing clients and through client referrals from your current client base.

Service providers are selling service based on trust. Here are some strategies to help build trust with your prospective clients.

Testimonials. Prospective clients like to know you can deliver on your promises. Testimonials from existing clients can be used to promote your service and share how clients feel about the job you have done and in my experience, clients are only too happy to write them for you.

First impressions are crucial to the future of a successful business relationship. Concentrate on learning as much as you can about your prospective client and what needs they have or what problem they need solved. Listen carefully to your clients and don't assume you know what will work for them. Ask probing

questions to really discover their needs. Clear competence in your understanding of issues and an insightful, creative solution will show you are genuinely interested in helping.

Find a match between your service and the client before rattling off your sales spiel. If you fail to do this, the client may assume you are more interested in yourself and the sale rather than actually helping provide them with a suitable service.

Point of difference. Have a clear point of difference and understand what distinguishes you from competitors. If you don't know how you are different then ask yourself, "What can I provide to my clients that is different from someone else?"

Don't sell your time, sell an outcome. Package your services into outcome, solution or project-based products with clear specifications clients can understand.

Build stronger relationships and deliver on promises. If you say you will do something, then do it! If you can't deliver what you have promised then make sure you communicate this clearly to your clients.

As a service provider your ability to provide a creative, insightful solution to a client is more important than winning the smoothest salesperson of the year.

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