

A publication of
Winning Ways
*Developing Goals, Focus and
Leaders*

Joan Fletcher
President and Founder

Joan launched Winning Ways, Inc. in 2001 after owning her own business since 1987. Winning Ways works with clients on strategic planning, executive coaching, professional development in sales, leadership and communication. We know that setting the right goals and achieving them will get you to the place you need and want to be! Creating the successful environment for you to reach your potential is what we bring to our clients. Combining a great attitude with the right skills and developed goals will create the success you have only dreamed about! Joan's expertise is in helping you find the solution to your business challenges.

This copy of Winning Ways is a gift for you from Winning Ways, Inc. We provide an environment that creates focus, momentum and success for long term changes in your personal and professional life through our strategic planning, executive coaching and professional development in sales and leadership. We help you achieve the results you and your business want! We are committed to helping you achieve your goals.

Focus on Better Relationships to Increase Sales

A publication by joanfletcher Winningways, Inc.

Selling is really about problem-solving and working with a client toward a solution. When you work *together* to determine the best solution, a trusting relationship is built and sales increase. Following are some tips to help you develop positive sales relationships.

1. **Be honest and consistent.** Your customers often talk to each other, so you are not always the first person to tell a customer about your solution. The information that you give to Sally needs to be the same that you give to John. For example, if you change your rates depending upon whom you are talking to, your customers' trust in you will diminish.
2. **Listen.** And then listen some more. A sales call is all about careful listening. Listen, write down what you heard, summarize what you heard, and then let the person know what you will do based on the information that you heard.
3. **Follow up.** In short, do what you say you are going to do. When you follow-through on a promise to do something, however small, your customer's trust in you increases.
4. **Know your product and know your customer.** If you are knowledgeable about your product or service and you also know background information

about your client, you're better equipped to determine how your product or service can meet your client's needs.

5. **Know when not to sell and whom to refer a sale to.**

Sometimes you aren't the right fit for a sale. If you are able to tell a regular client that you aren't the right fit, but you know someone who is, that client will return to you time and time again, knowing that you keep their needs in mind.

6. **Never make a client feel like "just a sale."**

Always remember that you are working *with* the client toward a solution. Although you are in the relationship to make sales, the sales come much easier if the relationship is healthy.

Even if you do not "work in sales", you are a salesperson for your company in many small ways. Think about how you can incorporate the above ideas into your interactions with your clients to increase their trust in you and in your company.

