

Title → Sales with some depth

Article

World-renowned Motivator & Sales Guru **Zig Ziglar** puts it so beautifully when he says:

“For every sale you miss because you're too enthusiastic, you will miss a hundred because you're not enthusiastic enough.”

‘Enthusiasm’ both at the time of strategy making and during implementation is the key and will give the much needed wings to your sales campaign.

With this article we will try and cover a wide array of sales activities, best practices, challenges, pitfalls and tips for an ace sales campaign.

The What and Why of Sales

Any commercial activity involving selling of a product or service in return of monetary or other benefits constitutes a ‘sale’. A sustained sale is what will bring in the much needed revenue, redefine your market share and ensure longevity of your business. Sales, is therefore a central activity upon which a business thrives.

But when we slip into the shoes of a customer we will realize we all love to buy but we hate being sold to. We like to do it our way and not easily get convinced by what the salesperson has to offer. As buyers, our natural instinct to any sales proposal has always been of caution. What if there is a better product available? What if I get better discounts from the other brand? A master seller would understand these genuine concerns and plan his pitch accordingly. All of this makes sales, a painstaking yet worthwhile and exciting business function.

Let us now explore some of the widely used sales techniques:

- **Direct Sales** – The customer approaches you or vice versa, you have a face-to-face interaction, merits of the product explained, customer convinced and **Bang! You got your Sale**. This is one of the most conventional ways of cracking sales.
- **Retailing** – When fixed selling points such as shops in malls, supermarkets or departmental stores are involved to push across a manufacturers product that is called retailing.
- **Field Sales** – Sales executive on the go, taking your products or services right to the door step of the consumer comes under the gamut of field sales.

- **Telesales** – With telephonic sales, you get the advantage of speaking to a wider target audience spread across long distances. Conversion of those cold calls into closed sale is very much a reality.
- **B2B Sales** – Business to Business sales are highly advantageous and can often contribute a quick and large pie to your anticipated sales targets.
- **Internet Sales** – Ever soaring popularity of the internet and its availability to the remotest corners of the globe has ensured products/services advertised on your website are accessible to a wide array of prospective customers 24/7/365.
- **The Do it Yourself Sale** – It is a common sight to see vending machines installed at strategically chosen places selling items such as newspapers, magazines, beverages, snacks, etc. These **‘quiet salesman’** are a potent force to reckon with and have proven to be valuable contributors towards driving sales with a better ROI (Return on Investment).

1, 2, 3... of Best Sales Practices

The art of selling demands a high level of skilled execution and constant renovation. No ‘one method’ can be embraced for life. You got to be always on the look-out for newer ways to make the right noises and connect with your customer. A thorough study of your business domain, understanding personal needs of the average customer and excellent interpersonal skills together form the backbone of an ideal sales platform for your business. Continuously evolving yourself in the sales game with the help of learning and training would serve a long way in hitting the bullseye.

All your efforts are doomed for failure if the leadership right at the helm, is weak and minus the capabilities of providing strong planning and direction. The sales strategy would come from the top (the leader) to the bottom (the sales workforce) where it will be put to action. Any wrong assessment or policy formation will do more damage than good and put a question mark over the business sustainability.

Always remembering that the *‘Sales Lock Only Opens with the Logic Key’* is one of the best sales practices that you can adopt right away. ‘Logic’ here is to factor-in your potential customer requirements and to mirror the same while approaching them with your sales plan of action.

A good salesperson always anticipates repeat sales or viral sales from the already sealed, signed and delivered sale. Following-up post sales, taking feedback and assisting the customer wherever possible are some of the brightest traits of an ace salesman. A good CRM process would help you track your sales pattern and come up with better ideas for the future.

Few Sales Challenges

The biggest most challenging part of any sales campaign is matching up to the high benchmark of your potential customer.

Adapting yourself to the changing market scenario and fierce competition is usually a tough ask. On the contrary, it is competition which often brings about the best out of your men, making them redefine strategies and staying on their toes, all the while.

Investing in a quality sales workforce, building it up by ways of mentoring and coaching and then losing them out to the evil of attrition is one of the most heartbreaking of sales dilemmas.

#1 Sales Tip

Never sound like a salesperson (yes, you read it correct with no typos). Step into the customer's shoes, ask what he wants and why he wants it, strike a personal rapport, provide a variety of options, explain merits; do everything that is required to make the interaction genuine and not a **'Please buy' 'Please buy'** sales pitch.

Conclusion: To understand the nitty-gritty's of a world class sales campaign the one basic that you would have to do right from the word go, is making the right connect with your potential customer, adapt to the times and make sales a *'I love what I do and I am the best at it'* experience, an unending joyful extension of your personality.