



EPISODE 20 : SELLING YOUR PRODUCT OR SERVICE

#1 My Selling Strategy

What are my current selling strategies?

#2 Learn to Listen

You need to learn to listen when people show up or call or inquire about your product or service and train your staff to learn to listen. They will tell you what their problem is and why they need your product, I promise you. Spend some time. If you have a sales staff that sells by phone, record their calls and then listen with them. Listen to what people say. They tell you.

Am I and/or my sales team trained to listen to the customers? How can I change my selling tactics?

#3 Competition

Now, often I find that it's really easy to say what the competitors don't do that yours does. I don't like that. Someone told me early on, "If you're going to be the best at what you do or you're going to have the best product, then your features should stand on their own." When I developed office buildings, we said what our product had and all of its features and we listed them out. As people shopped our product, we were more expensive, but they started to learn why some of our features were important and then when they would ask our competitors if they had those features, they couldn't say they did. Let them lose the deal. You gain the deal by saying what you do and then stand behind it.

How am I distinguished from my competition?

#4 Measure Demand

Measuring Demand is based on the number of calls you get, based on the number of inquiries you have. It kind of tells you how interested the market is in your product or service. When you see that go up, you need to step back and ask yourself, "Do you have the ability to ration this product or service?" And if you do, you may want to consider raising your price. If the demand for your product is continuing to go up, it's time to raise the price.

Are my prices right to meet the demand of my product or service?

#5 Answer Phone Calls

If you've ever sold for me, you'd understand what I demand of my sales staff and that is answer your phone. I wanted to make sure that when people call on our buildings, that they got a live human. There's nothing like leaving a message and wondering when you're ever going to hear back. The person calling you is busy. They have things to do too. They've set aside some time to call and to learn about your product or service. If you can't answer their call, you're not treating them with the respect they deserve to be interested in your product.

Am I making my team and myself available to answer phone calls? How can I better be available for my customers?