

Start Selling the 3S's

Your business is down and you need to increase sales, what do you do. During this time of economic uncertainty the best way to turn your sales picture around is to sell by keeping the 3 Ss in mind.

This is a process of investing dollars in high impact short-term results. Every company sells, and most sell all the time, but they don't sell as effectively as they could. When the economy turns down the company needs to pump up all their efforts and start selling with greater intensity. This is also a time to out maneuver the competition, which possibly has pulled back and "retrenched" due to their perception that business is not there any more. This situation opens the door to you and in effect increases the share of the available pie for you to devour. Also with competitors retrenching, your previous potential-prospect list is now a hot prospect list since it may not be called on by your competition.

Sell the savings

Every customer wants to buy when they realize the product will result in savings. Review the features of your product and list out how it provides savings to the customer. Does it eliminate wasted time? Does it cut down on staff time for maintenance or have a longer useful life? Does your product produce an economic savings to the customer that you can translate into the reason why they should buy your product now and start saving today?

Sell the simplicity

Many customers don't understand all of the features of the products they buy. There may be one or two aspects of the product they focus on and that they really understand. Now is the time to sell all of the features of the product and show the customer how it will simplify the job. By making any job simpler it provides a real cost benefit to the buyer. By offering a product that is simple to use and produces results you are in a much better position to make the successful sale.

Sell the success

Every purchaser wants to know that the product performs in the fashion it is being sold. Get testimonials and sell the prospects on the success others have had with your product. Show them that they do not need to have any uncertainty when they buy your product since it has proven itself. The success experienced by others can be their experience as well, if they buy your product.

Now is the time for all sales people to rise to a higher level of performance and outsell the competition by focusing on service, simplicity and success factors their product offers.

By Rich Delaney