



Five Tips for Sales Success



A career in sales can be tough. Those that succeed understand the key principles of selling and are rewarded with lucrative careers.

Here are five tips that can help you grow your book of business:

1. **Know your value proposition.** The art of sales is so much more than selling a product – it's understanding the full extent of the product's value. How will the product improve the lives of your customers? What problems will it solve? Knowing the answers to these questions and presenting them in a way that your customers understand is crucial to closing the sale. For example, instead of just presenting the product's features include real-life examples that demonstrate its value. Instead of saying, "this pen has a built-in grip," say, "this pen's built-in grip will reduce the strain on your hand, making writing more comfortable." Sell the value, not the product.
2. **Do your research.** To be able to sell the value of your product, you need to know what your customer considers valuable. Before meeting with them, make sure to research their business so you can anticipate their needs. This includes perusing their company website, social media pages and news media pertaining to their company and industry. While doing so, think about how your product fits into their operations. Prepare by jotting down what aspects of your product they would consider the most valuable. And, once you do meet with them, make sure to ask them questions to gain even better insight into their operations, needs, problems and areas of opportunity.
3. **Build relationships.** Once you've landed your first sale with a customer, your new goal is retaining them for repeat sales and potentially obtaining referrals for new business. To build that type of loyalty, you need to commit to building your relationship with both your primary buyer and others at the company. After all, if your primary buyer leaves, you don't want your relationship with the company to leave with them. Take the time to learn people's names and use them when interacting. Ask them about their families, hobbies and interests and share details of your own personal life as well. If your customers are happy with your product or service, ask them to spread the word within their networks to help you get your foot in the door with others.



4. **Persistence pays off.** The road to success can be paved with rejections in the world of sales. Rather than feeling defeated, successful sales reps know that persistence pays off. If a prospect is happy with their current supplier, for example, continue to call on them every few months. Eventually, you'll catch them on a day when they're looking for a change – you just need to wait for the right opportunity. If the prospect is unimpressed by what you're selling, switch up your strategy. Go back to the drawing board and find out how you can present your product or service in a way that will appeal to them. Being persistent, without being pushy, always pays off in the long run.
5. **Close.** When entering any interaction with a customer or prospect, always have a plan in mind for closing. Simply presenting the product or service isn't enough – you need to make sure you walk away with an order. There are various techniques for closing and you should always use the one you feel the most comfortable with. One way to get from simply talking about the product to ordering it is to start talking details.

Think you have what it takes for a career in sales? [Apply for the Lawson Products sales team today!](#)