

Selling in Tough Times

Ask yourself this...

Are you really doing all of the invaluable stuff that we have listed below?

Take a good look, write down some of the ideas that you could be implementing immediately, as they really do make a big difference. If you would like me to talk you through some of the ideas that stand out then go to **“Ask the Trainer”**. We will help you all we can.

• **Focus sales strategies where it counts**

• **Focus on the best opportunities**

• **Don't chase everything**

• **Invest in strategies, planning and preparation**

• **Sell by questions... don't be a talking brochure**

• **Be confident... add value for the customer**

• **Sell safety and reliability of your offerings**

• **Don't sell on price... alone**

• **Negotiate little and negotiate late**

• **Don't defend your existing business, treat existing customers as new opportunities and sell assertively**

• **Attack is the best form of defence**
