



PETITE²QUEEN®

How To Excel in Sales

3 Most Important Steps

- ✓ **Ask for the sale!**
- ✓ **Don't give up** – Be persistent in a professional and timely manner
- ✓ **Follow up** – Do what you say you're going to do when you say you're going to do- it builds trust and establishes credibility

Guiding Principles

Be Prepared, Be Brief, Be Inspired, Be Gone

✓ Remember

Do your research and utilize your resources

Strategically segment clients or prospects channels – adjust and refine messaging depending on segment

Network inside and outside of the organization

Be a valuable source of information

Leverage multiple communication channels

✓ 7 Reasons People Buy

1. Simple and easy to understand and use
2. Compatible with their current way of doing business
3. Easy to try with little risk
4. Deliver benefits quickly
5. Visible in the market or media
6. Gives them a competitive edge – internally and externally
7. Symbolic of their values, mission, and self-image

Resources FOR CONSIDERATION

<https://www.forbes.com/sites/kateharrison/2017/05/02/seven-reasons-why-people-really-buy/#83817db300eb>

<https://www.thebalance.com/top-5-reasons-customers-aren-t-buying-from-you-2295720>

<http://www.copyschool.com/the-top-11-reasons-why-people-buy-your-productservice/>