



PRODUCTIVITY • PERFORMANCE • PROFIT

SALES MASTERY TIPS

- 1. Understand your clients, business and industry – so much has changed – business is definitely not the same as 6, 12 or 18 months ago.**
- 2. Have clarity around your Value Proposition**
- 3. Planning is key to your success**
- 4. Communication is an Art**
- 5. Leadership is key to your success**
- 6. Go into each and every meeting with knowledge about your client and a purpose as to a possible solution**
- 7. Know your numbers for call to sale ratios to give you the confidence you need**
- 8. Have a pipeline**
- 9. Have a call cycle**
- 10. Overcome objections with clarity, and confidence**
- 11. Understand your clients and what drives them, knowing that there are lots of people out there who are in pain, confused, dealing with mental health problems of their own, their family and staff – how can you lighten their burden**
- 12. Listen to what is said as well as what is not said**