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## **Top tips - selling skills**

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- Remember that the best salespeople spend much more time listening than they do talking.
- Never rationalise failure by trying to pin the blame elsewhere. When a sale is lost ask "Where did I go wrong?" When we win a sale ask "How could I have done better?"
- People buy people first and everything else second.
- Never say when asked to visit a customer "This is going to be a waste of time!" The call will probably fulfil your prophecy if you do. Instead, set realistic objectives and give it all you've got!
- Remember that activity leads to success. Work smart as well as hard, and results will follow.
- Be tidy and well organised. Many sales are lost simply because the salesperson forgets to follow things through.