

Top 15 tips to increase your sales, motivation of staff

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Increase your sales motivation and number of sales by giving these quick tips some serious thought.



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15 tips

1. Increase your productivity by taking those first 10 minutes after lunch to make some prospect calls.
2. Reconnect with customers who have made purchases but either you have not contacted or have not contacted you in quite some time.
3. Use the 2x Purchase Rule: Be sure to contact every customer who has bought something from you at least twice as often as they buy. For example, if a customer places an order twice a month you should be in contact with them four times a month.
4. Be proactive and be sure to ask every customer if they know other people who could also benefit from what you are selling them.
5. End your day by making one final phone call to a prospective or existing customer.

6. Increase your chances of making contact with hard to reach people by varying what time of the day and week you call them.
7. An optimal time to reach someone is prior to 8am as people's days become increasingly busy, so prioritise your best customers and call them before then.
8. Make sure there is a reason for every call, such as providing a new or update piece of information or prepare a question demonstrating you are interested in helping them.
9. Share the love by referring your existing customers to others who also may benefit from their products and/or services.
10. Cold prospects, those have neither provided you with information that potentially can lead to a sale or who have done nothing for you, can become a waste of your time. Do not let them consume your valuable time.
11. Maximise the use of the available contact methods by keep in contact with customers through email and regular mail.
12. End customer phone calls by recommending just one additional item or service that can benefit them.
13. Follow up an order by adding a personal touch in addition to the common fax or email confirmation, acknowledging the order by a phone call – then try to add another item to the order.
14. Every customer contact through fax or an email should have an additional piece of information recommending a related item or service they would benefit from purchasing.
15. Take a few minutes to handwrite a note to the customer thanking them for their business at a minimum of once every other order. This will make further strides in the development of the buyer-seller relationship.

ABOUT JARED KONING

CSO at Persuade Ltd. We focus on B2B inbound marketing, sales ready appointments focused on delivering high quality leads through conversion planning and automation while fused with offline traction points to deliver, introduce companies to decision makers in their industry. Want to chat? Message me here: www.calendly.com/persuade

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