



BMG NZ - Sales & Marketing Tip II

Every Sale Is Defined By Your Customer

Your clients don't like to be sold to, however they love to purchase your goods and services. Your job as the salesperson in your business is to create an atmosphere where your clients want to buy your products or services.

And how is this achieved? If your clients like you, believe and trust you, plus they have confidence in you and trust your Company then they just might buy from you.

If one or all of these attitudes are missing then your client just might go shop at your competitor's place. So when you deliver value and the client likes you and trusts your Company, then the sale is pretty easy and repeat business flows through the door.

To Summarise: A client first buys (likes) the Salesperson, then the Company, then the Product. Get this order wrong and the result is usually No Sale. Learn to get this order right and watch your sales conversion rate increase dramatically.

This tip was brought to you by BMG NZ.