

Chapter 10

What's Your Sales Mindset?

■■■ **The right sales mindset is a definite profit booster.** People are attracted to others who are passionate about what they do, and that can translate into more money.

Love what you do!

Do you love what you do? Do you believe in the value you bring to your customers? Are you passionate about educating your clients and showing them how they can benefit from your services?

Empower yourself and increase sales

Have you ever wondered why some promotional products sales professionals continue to exceed their sales goals, no matter what the economic climate? **Very often the difference is their mindset.**

What are they doing that you may not be doing? Here are **nine proven strategies for developing a positive mindset and increasing your sales.**

NINE PROVEN STRATEGIES

1 - The Difference Is YOU

Are your products and prices similar to those of your competitors? If so, then the only reason for a customer to buy is because of YOU.

Forget about focusing on the product; instead, **focus on the value you bring to your customers.** Your customers face certain business challenges - **what can you do to help them solve these problems?** Become the vendor of choice by providing added value.

Provide added value

How can you provide added value? Find out what your customer wants most and provide it. Offer services such as:

- Safety, motivation and customer loyalty programs
- Faster shipping
- Distribution support
- 24/7 tracking
- One-stop shopping

When you add value, **you can sell at a higher price point** because your customers will consider you a partner in their success.

2 - Love Your Work

You may have heard the old adage: *Do something you love and you'll never work a day in your life.* One of the advantages of selling promotional products is that **you can choose an area of interest that you enjoy to specialize in.** Love the game of golf? Specialize in golf promotions. Spend all your free time working on antique cars? Sell to the automobile industry. Do you have a favorite cause you're passionate about? Work at helping promote that special cause.

3 - Be the Expert

Once you're working in an area you love, become **as knowledgeable as possible** about it. Read trade journals, subscribe to magazines and attend seminars to enhance your skills. Become a visible presence in your area of expertise. **Your customers will seek you out when you're perceived as an expert.**

4 - Build Relationships

All things being equal, people buy from those they *know, like and trust.* **The relationship always comes before the sale.** Focus on meeting your clients' needs, and you'll be able to get what *you* need.

The relationship-oriented salesperson educates customers and helps them make the right choice, even if it means making less money. This goes a long way in building loyalty and securing customers for life.

5 - Manage Your Time Well

Successful salespeople know the **value of time management**. They don't waste time on low-profit or no-profit activities. Instead, they spend **a majority of their time in front of qualified prospects and customers**.

Successful salespeople research their prospects in advance of the sales call. They have a goal in mind *before* they call. They continually ask themselves: "What value can I bring to them or their company?"

6 - Become a Skillful Listener

The best sales professionals understand the art of listening. They listen far more than they speak. Rather than talk about themselves and their company, they ask questions to uncover their customers' needs. They know the value of open-ended questions. (These are questions that can't be answered with just a yes or a no.) Such questions should address issues like: the client's current business challenges, marketing budget, decision-making process and vendor expectations. Use the answers to these questions to make excellent product recommendations.

7 - Practice Your Presentation

The difference between average sales professionals and sales superstars can very often be found in their presentation skills. The way you present your product or service is of utmost importance. If your prospects aren't buying very often, you're probably not presenting well. Every customer listens to the same radio station, **WIFM: What's In It For Me?**

Telling prospects your company has been in business for ten years is not a benefit. *But if you tell them your company has been in business for ten years, and as a result has better relationships with suppliers' factories and can provide faster service -- that's a benefit!*

8 - Invest in Yourself

Want to be one step ahead of the competition? **Invest in yourself** by attending industry education workshops, reading industry publications, subscribing to business magazines and staying on top of current trends and changes in the business arena. **Work**

with a mentor, coach or sales manager to improve your sales skills. *An investment in YOURSELF is one that will always increase in value.*

9 - Be Proud of What You Do

Sales professionals help our economy stay strong. Without goods and services (and the people who sell them), there would be no economy. You're a vital part of the "American Dream." Take pride in your work and vow to be the best you can be.

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► *What Can You Do Now?* ◀

- Surround yourself with positive people.
- Take advantage of the professional sales training offered for free at industry trade shows.
- Ask your current customers what they like best about your service. Build on the positive answers you hear.
- Work with a coach or mentor to enhance your selling strengths.
- Invest in sales training or motivational tapes.