



# Use These Sales Tips To Hit Your 2013 Sales Targets !

Believe it or not there are only about 190 sales days left in 2013. If you are looking for ways to boost your sales and hit your numbers try these universal tips to help you find more sales success.

The following tips are tried and true ... and have worked well for successful sales professionals over the years.

1. If you want to present products and services that are of value to the prospect and that meet their needs, you have to [ASK intelligent questions](#). Ask the right questions and the prospect will tell you what they want and how they need to be sold.
2. Periodically tape-record some of your cold calls and voice mails. Listen to the tape and assess your tone and voice. How did you sound? Would you want to speak with a person who sounds like you? What about your words? Were they clear and benefits oriented? Taping gives you the opportunity to self- critique and improve your messages.
3. Identify your weakest single sales skill and make a plan to become absolutely excellent in that area. Ask yourself, and your boss, *"What one skill, if I developed and did it consistently in an excellent fashion, would have the greatest positive impact on my sales?"* Whatever your answer to this question, write it down, set a deadline, make a plan, and then work on it every day.
4. Take excellent care of your physical health. You need high levels of energy to sell effectively, and to bounce back from continual rejection, stress and discouragement. Be sure to eat the right foods, get the right amount of exercise and get plenty of rest and recreation. Additionally surround yourself with positive and supportive people who share your goals and aspirations.
5. [Be an active listener which means don't miss the important cues and information by talking too much](#). It's much more important to be quiet and let the prospect/customer talk. Yes, you should guide the conversation, but then listen and digest ... you will learn so much about what the customer really wants, then you can position your service or product appropriately.
6. You Have Competitors -- Your Prospects/Customers Have Options.  
When you're with your prospects, don't refer to your competitors as competitors; to elevate your sales conversation ask this instead; What are some of the options you are considering? When the question gets asked this way it conveys the highest concern about the prospect's situation.

***"In Sales Everything Counts"***  
***Richard Marcus, CPC***



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