
11 TIPS FOR BETTER SELLING BY CHRIS BORRETT

1. Build Rapport

Building rapport with your clients is the basis for successful relationship. If your customers trust you, they will be loyal purchasers.

2. Develop Commonality

Customers want to know that you are providing the best service or product for their particular needs. When you build commonality you develop the mentality that you and your company are uniquely suited to this client.

3. Match and Mirror

Matching and mirroring is another way to build commonality. Show your customer the things they do and the things they like. Clients want to be involved with providers that are on “the same page” as them.

4. Get Them Talking About Themselves

This is a two-fold advantage. First, you find out more about your clients and can provide better experiences. Second, you cultivate trust.

5. Ask for a Tour

Ask clients to show you around their office or place of work. This tactic offers similar benefits to getting clients to talk about themselves.

6. Find Your Purpose Statement and Positioning

You should always know where you stand with clients. Define your purpose clearly, and how intend to help these clients.

7. Earn the Right to Talk About Your Company

Clients probably hear a lot of pitches geared towards securing their business. Earn the right to make your pitch by being clear and honest.

8. Find Out What They Want from Your Company

Take the opportunity to define your client’s needs from you.

9. Ask Open-Ended Questions

You get better answers when clients aren’t stuck with a couple choices. Ask who, what, where, and why questions—not yes/no questions.

10. Dig into Dissatisfaction

Figure out why clients are dissatisfied and you can provide the solution.

11. Dispel Dissatisfaction

Take action to solve your client’s issues with your product or service.
