

Dispelling Upselling Fears - [Sales & Marketing Mgt: Dec 2004]

Do you have a sales team that's unsure or afraid of upselling when the opportunity arises? Debbie Bermont, author of *Outrageous Business Growth*, offers the following tips to make upselling easier:

> **MAKE IT A PACKAGE DEAL** Rather than upsell clients one product on top of the other, bundle complementary products that make sense for clients. Just make sure the products actually meet a client's needs as a bundle.

> **GIVE THREE OPTIONS** Offer your client three varying packages with different prices. Make sure the actual value of each package is perceived to be higher than the price of the combined products.

> **HIT 'EM ON THE UPSWING** Upselling is sometimes best done during the close of the sale when buying momentum is greatest. The key is to know your product. High-ticket items that require substantial client education probably won't work in this case. But lower-priced products and services are often ideal to tack on.

Perception Is Everything - [Sales Management Report: Sample 2004]

Although two competing candy shops had the same prices, neighborhood kids preferred one store over the other. When asked why, they said, "Because the person in the 'good' store always gives more candy. The girl in the other store takes candy away." True? Not really. In the "good" store, the owner would always make sure to put a small amount of candy on the scale, and then keep adding to it. In the "bad" store, the owner would pile a heaping amount on the scale, and then take it off until it hit the right weight. The same amount of candy was sold, but perception is everything.

Close the Sale - [Sales Management Report: Sample 2004]

One of the best ways to bring a sale to a close is with the sentence, "Where do we go from here?" This question, used when all needs have been identified and all solutions are explained, can help the prospect feel comfortable enough to make the deal.

Step By Step: A Good Approach - [Selling Power: Nov/Dec 2004]

1. Show the financial executive how your product or service will improve the bottom line.
2. Convince the engineer that you are technologically knowledgeable.
3. Vary your presentation from account to account with key influentials in mind - especially when addressing a group.
4. Show production people how your product will increase productivity.

5 Tips from Trump - [Selling Power: Nov/Dec 2004]

By perfecting the art of the deal, Donald Trump has made himself into a billionaire, an international celebrity and a TV star. Drawing on his wealth of experience, he can also help make you a more effective sales professional.

1. "To me, selling begins with investing time in preparation and planning. In order to be able to sell, I have to believe in the product."
2. "Good salespeople must rely on three key qualities: first, enthusiasm; second, an understanding of the people they are dealing with; and third, good understanding of the product."
3. "Great salespeople truly understand the people they are dealing with. They know when to take a very low-key approach, when to be more assertive, and when to sell with pizzazz. Flexibility is the key. The biggest mistake you can make is to deal the same way with all people."
4. "The speed of ideas is very important. You can't afford to wait until other people come up with the same idea."
5. "Great salespeople have an edge because they are able to let go of obsolete ideas. New ideas are your best asset in selling and in negotiating. To generate new ideas you have to be flexible. One of the most important lessons I've learned is that there is no right way or wrong way of doing things. You have to understand that the world changes, and what might be the right for you today may not work tomorrow. You have to be prepared for the next day - to do something entirely different."