

« SHANE DECKER ON SALES STRATEGIES »

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Write \$1 Million a Year

HERE ARE 6 TOOLS TO HELP YOU DO IT.

A YEAR AGO, INDESIGN ran a story called “Million Dollar Babies” that chronicled million-dollar-plus single-item sales closed by some of the best salespeople in the industry. Since then, I’ve had salespeople asking me what they need to do to reach a million dollars a year. Here are the six tools you need in order to do it:

1) COMMON SENSE

DEFINITION: Sound, practical judgment.

» Common sense allows you to handle all objections and answer all of a client’s questions, which gives him confidence in his purchase. It comes from experience and knowledge. And it shows when you’re comfortable in your skin.

2) PEOPLE SKILLS

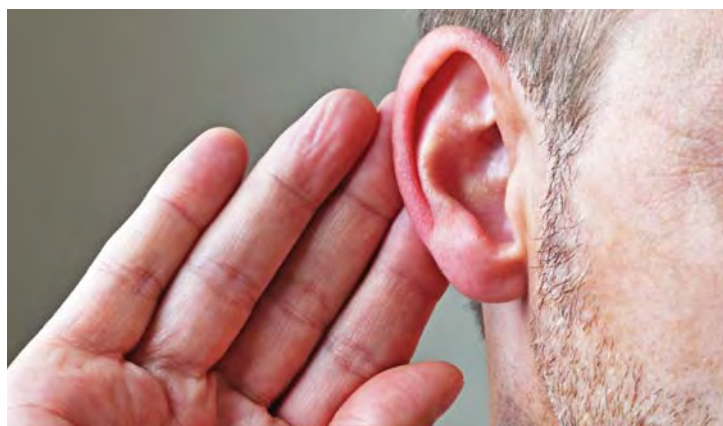
DEFINITION: Understanding ourselves and others, and moderating our response to their needs in a friendly way.

» People skills allow you to make each client feel like the most important person you’ve waited on all day. They also mean knowing when to get out of your own sales presentation because another salesperson’s personality will match the client’s better than yours.

3) COMMUNICATION SKILLS

DEFINITION: To make known or to transfer important information.

» Strong communication means



doing two things: asking the proper questions (relationship and selling-specific) and listening well. Relationship questions allow you to get to know the client and find out what event they’re celebrating, and selling-specific questions allow you to find out what the client’s “exacts” are (so you can sell him what he wants, not what you want him to have.)

4) PROACTIVE SALESMANSHIP

DEFINITION: A sales associate’s ability to follow up.

» A lot of salespeople commit a sale killer by getting a client’s name when they close the sale and are writing up the ticket. This makes the client think you didn’t care about who he

was until then. To get his name, introduce yourself when he first comes in (he’ll then give you his). Then get the spouse’s name and other important information like anniversary dates or birthdays

during the casual part of the conversation. Proactive salesmanship also means sending *everyone* a thank-you card, not just on sales over \$1,000.

5) PROFESSIONALISM

DEFINITION: Always telling the truth, selling with integrity, and ethically representing your store.

» My father used to say, “Excuses are just lies for your sh**.” If you lie to sell, are you going to remember what you told them the next time they come in? Know what you’re talking about. Get product and GIA training. Professionalism is improving yourself. That’s a never-ending job.

6) TEAMWORK

DEFINITION: Unselfish recognition to reach a common goal.

» Teamwork deals with helping others succeed and not worrying about whose name is on the sales ticket. Clients love to see people helping each other. When you team-sell, closing ratios soar, everyone wins and nothing falls between the cracks.

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TIPS

FRESH IDEAS TO BETTER YOUR BUSINESS



BE EASY TO LIKE

Build your social media credibility by making it possible for shoppers to like you on Facebook right in the store, says sales expert Jeffrey Gitomer, adding that you should make a monitor available for these new-age customers to use.

WISH-LIST BROWSING



Women like to browse while waiting for repairs, cleaning or batteries. So take that opportunity to work on their wish lists rather than dismissing them as “just repair customers,” says Janice Mack Talcott of the Edge Retail Academy.

HALF SPEED

An idea for the slow season, in fact it’s for a day you don’t even go to work: It’s called a half-speed day. The idea is to move at half your normal speed in everything you do. This obviously requires concentration. You will become much more aware of actions that normally are mostly unconscious, such as brushing your teeth or sitting down. The payoff is in the exercise it gives your brain, by breaking your routine and engaging your full attention.

