

Sales Success - Increase your selling and marketing Skills

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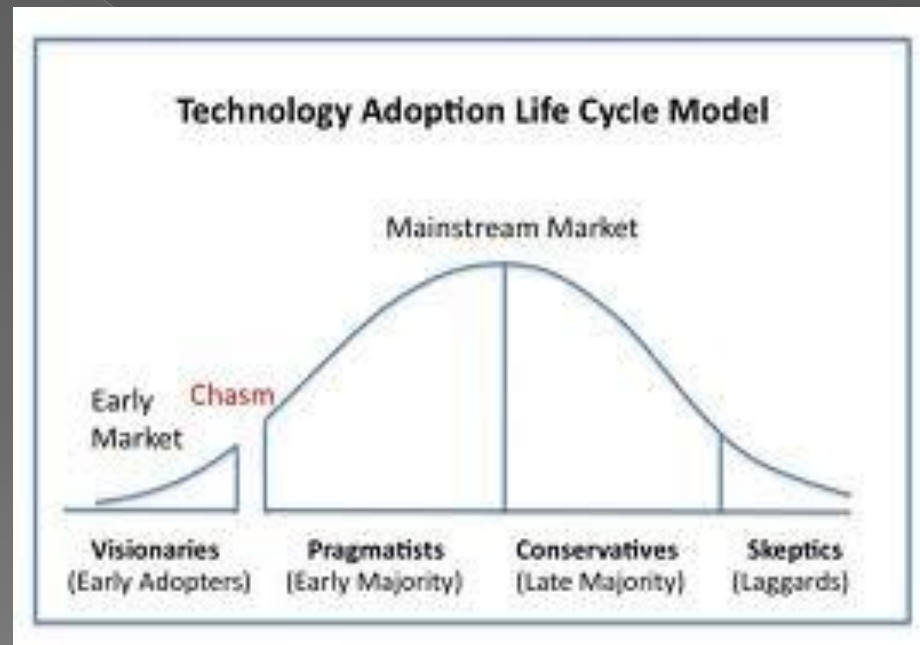
What to do to increase sales?

- First you should have a Product/Service to sell.
- Every Product has target customers. You need to understand your target customers for your product.
- First don't try selling your product rather try understanding your customers.
- Customers demand = opportunity.

Which stage of the Market are you in?

- You need to understand your market. In which stage your market is?
- Is your market consists of innovators, Early adaptors, or is it a mature market and so on.
- You cannot sell a regular product to the innovators and an innovative product to a general audience.
- Understand your product – market fit.

Which stage of the Market are you in?



Product is part of Marketing

- The general assumption is that most sales guys think that marketing is separate from the product. But in reality, product is part of marketing.
- Continuous refinement of product should go hand in hand along with marketing efforts.
- Remember that, There is a marketing component to every product.

Creating a Purple Cow!



Be Creative, be realistic!

- ◉ Be creative when you create offers and marketing campaigns, but at the same time be realistic.
- ◉ Study competitors and your industry benchmarks, as external sources add more information to your creativity.
- ◉ Understand that customers comes first. Creativity comes second.

Lead Generation is the life blood of all sales.

- Lead generation is the key to sales success. Without proper leads there can not be good number of sales.
- The time spent for Lead generation should be more than the sales presentations that you do, because without proper leads there would be no sale.
- Use all kinds of methods from direct marketing to web marketing for lead generation.

Go Long term!

- You cannot expect miraculous results within a short duration, always marketing activities fetch you results only in long term.
- It takes more than 27 times to see an advertisement before a customer decides to enquire about the product.
- So, sales guys should do lots of repeated sales calls to prospective leads.

Understanding the market is the key!

- ◉ More than the ability to sell / persuade, one should understand the market. Should understand what customers buy? And why they buy?
- ◉ If you know the market, you can easily narrow down target groups and strategize your approach to fit to your target groups.

Is your business seasonal?

- Understand that most of the businesses are seasonal and few months of the year the business would be up and in few months it will be down.
- Take time to investigate the previous years trends and understand facts, market realities.
- Strategize and plan your marketing efforts earlier. Plan it for all quarters.

About the Author:

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Entrepreneur, Trainer, Career Consultant and a coach. He has more than 11 years of experience working for various corporate like GE Capital, Naukri.com, Bharti Group and Manipal Group. Runs his own Training company – Techemate Leadership Academy.



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