

Richard Gee

From: Customer Love - Chris and Lee [chris@customerlove.com.au]
Sent: 17 November 2006 15:17
To: richard@geewiz.co.nz
Subject: 7 Points to Help Increase Sales

17th November, 2006

Hi Richard,

Do you want more sales in your business? Sales is one of the most critical aspects to any business success. This week we'd like to take you back to the very basics of good salesmanship. If you can follow these seven points that we heard from Paul McCarthy (www.bizsupport.com.au) you'll be on your way to increasing sales with ease.

- **Build rapport** - people need to feel comfortable with you and find you likeable
- **Find the need** - ask good quality questions
- **Build the value of what you have to offer**
- **Create a desire** - what are the implications for not doing it?
- **Answer any objections** - they just want a bit more information from you
- **Gain a commitment** - actually ask if they want to go ahead. If the timing is not right, find out when it would be
- **Follow up** - the most critical of all. Always follow up when you say you will

Often the thought of "selling" is scary for some - but just think of it as helping someone meet a solution to their needs. That is all your doing. Sharing what you have with people who may need it.

Sending a handwritten card is a really great way to build rapport and follow up clients. Perhaps you would like to start implementing a Customer Love strategy? [CLICK HERE](#) to learn more. Or maybe you'd like to create an even bigger impact and give a gift, like a personalised luggage tag (Christmas is coming!). [CLICK HERE](#) to see our range.

Have a great weekend!



Lee and Chris
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PS. A note from one of our Customer Love friends.

To the lovely and every inspiring team at CUSTOMER LOVE! Just wanted to say congratulations again on your lovely emails - as a regular 'thank you' note writer, it is really refreshing to see you growing your business though goodness.....I wish you continued success!!

Kind regards
Alison Dykes, McGrath Estate Agents

Do have something you'd like to contribute to our weekly eNotes series on helping people to build better relationships with their clients? Email: success@customerlove.com.au

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