



Dave Anderson, The Business Bully Sales Tips

1. It's not what you say; It's what your customer believes.

You can have the best sales presentation in the world, but if the customer/prospect **doesn't** believe you OR your proposition, then you're dead in the water. Take the time to *engage* with the customer.

Ask them questions and let them tell you their wants and needs. Yes, many times they **don't** know what their needs are and **you'll** have to guide them, but in the end, if they **don't** believe it, you **don't** have a chance.

2. Never go into a sales call not knowing how you're going to close the sale.

You have to know the end from the beginning! The most important part left out of any sales presentation is the *close*. Plan for it upfront by developing the strategy and your course of action.

This does not mean **you're** only going to use one type of closing technique. On the contrary, it means **you're** going to be ready to close using several different techniques based on what the customer tells you. Have an arsenal of closes like the ones I outline in [Pitch Close Upsell Repeat \(Get your copy here\)](#)

3. Dedicate daily time to do your prospecting for business.

Too many salespeople find themselves spending far too much doing everything else but prospecting. If you **don't** schedule it and hold yourself accountable, you **won't** do it. Seek out new customers and reconnect with previous ones and sell them something new that lines up with their needs.

4. Believe in yourself and what you're doing to help your customers.

I make no apologies for being not only the number 1 fan of the products and services that I sell, but I am the *President and CEO of my own fan club!* Why should anyone buy anything from anybody if the person from whom they are buying **doesn't** even believe in it? **There's** a reason why confident salespeople are more successful. Fall in love with yourself and your ability to be a game changer in the lives of the people you sell.

5. Show up and show up on time.

More sales are lost because the salesperson either failed to show or failed to follow-through. **It's** a sad comment that something *that* basic and easy could deter more sales, but **it's** a fact. This is the main reason why when companies are looking for salespeople, I tell them to find candidates who have a proven track record of self-discipline. Remember, *EARLY is ON TIME and ON TIME is LATE*

BONUS TIP:

If you were looking for a silver bullet sales technique, sorry but I can't help the delusional.

To be brutally honest, I **don't** believe there are any silver bullets in sales. **It's** all about having the discipline to demonstrate to the customer that *you CARE about THEM and THEIR NEEDS.*

I truly believe that everyone is a salesperson, but only the truly successful will admit it and embrace it.

Affectionately referred to as “**The Business Bully**” for his unabashed approach to business coaching, Dave Anderson is a sales beast. One of the top speakers of his generation, Dave was mentored and trained by Les Brown, the **world's** leading motivational speaker. The author of over 15 books, Dave prides himself on sharing knowledge and helping entrepreneurs from all walks of life reach their full potential. He can be reached at info@innerbrand.org