

Tips to Help Hit Your Sales Numbers in the Final Stretch of the Year

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As we are entering the last quarter of the year, we know that there can be a lot of pressure to close new business and to sell to our existing customers what they need to ensure that we are hitting our sales targets.

For any sales-driven company to hit their annual goals, they mainly need to do two things:

1. **Keep existing customers and grow the business and relationship with them, and**
2. **Get new customers.**

If you want to be ahead of the pack, sell more, and build strong relationships **we need to create a distinct advantage.**

Here are six ways to create YOUR distinct advantage:

1. **Delve into their business:** Do some homework about their company and potential needs.
2. **Be prepared:** Have your open-ended questions ready to help guide the conversation and to uncover needs and selling opportunities.

3. **Build rapport:** Show that you want to support their business and needs; that it's not just about your next sale.
4. **Concentrate:** Listen with interest to their needs, take notes, and understand their challenges.
5. **Be genuine:** Be excited about their business goals and opportunities.
6. **Slow yourself down:** Don't jump into providing your solution too quickly. Make sure you have enough information before you begin offering solutions. When you are ready to present, the right solutions ensure that it aligns with their needs. Sell people what they need to buy - not just what you need to sell! And don't forget ASK for the business! Your customers and prospects expect you to.

Are you planning a sales conference looking at enhancing your manager's leadership skills, sales or customer service skills? **Contact us today** to discuss how we can support you with your goals to grow your business and take your team's sales and customer service skills to the next level with both our customized live and online sales and customer service training programs.

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