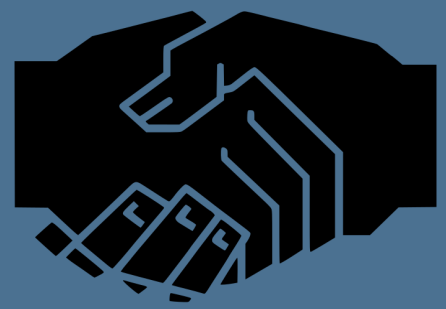


# SALES TECHNIQUES

Close more calls!

## Consultative Selling

This approach involves understanding the customer's needs, challenges, and goals. By actively listening and asking insightful questions, the salesperson can offer tailored solutions that address the customer's specific requirements.

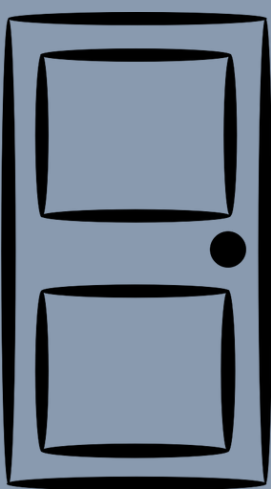
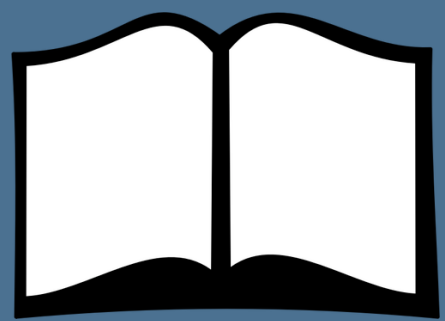


## Objection Handling

Handling objections is a key skill in sales. Salespeople need to anticipate and address objections effectively by providing relevant information, addressing concerns, and highlighting the benefits and value of the product or service.

## Storytelling

Storytelling is a powerful technique to engage customers emotionally. Sales professionals use stories to illustrate how their product or service has helped other customers, emphasizing the positive outcomes and experiences.



## Closing Techniques

Closing techniques are used to secure the deal and gain commitment from the customer. Examples include the assumptive close (assuming the sale is made and moving forward with the next steps), the alternative close (offering the customer a choice between two options), or the trial close (asking for a small commitment to gauge interest).

If you want to sell more and better

try some of the techniques above!

OTHER RESOURCES:

SalesBlink | [25 Best Sales Techniques](#)

The Motley Fool | [15 Impactful Sales Techniques and How to Use Them](#)

Sales Insights Lab | [13 Sales Techniques You Must Know TODAY](#)