



# Sell your products or services

No business can survive without selling its products or services to its customers. The selling may take place on your business's premises, the customer's or any other environment.

This involves making sure that you:

1. identify the buying needs and interests of customers

2. promote the features and benefits of products or services to customers
3. help customers to overcome their queries and objections
4. agree terms and conditions and closing sales

## What you need to do

- identify the customer's requirements, needs and interests by tactful questioning
- identify products or services that match the customer's identified needs
- interpret and act on buying signals given by the customer to progress sales
- explain clearly and accurately the features and benefits of products or services that match the customer's requirements
- present information about products or services, and any relevant promotional materials, in a way that generates further interest
- give customers the opportunity to fully discuss and assess the features and values of products or services
- explore potential solutions to the customer's queries or objections and suggest ways to overcome them to the customer
- note customer's feedback and reaction to the products or services
- note the reasons if customer requirements and expectations cannot be met or objections cannot be resolved
- confirm the customer's willingness to make a purchase by effective questioning and discussion
- reach agreement on the terms of sale that meets both the customer's and business's requirements
- complete all necessary documentation, including formal quotations where required



- monitor the progress of sales and pass information on to the right people
- make sales in line with business and legal requirements

## What you need to know and understand

### Communication

- why personal presentation and face-to-face communication is important
- how to present information and communicate effectively face-to-face with different customers
- how to question and listen effectively
- how to respond effectively to customers' queries
- how to overcome customers' objections sensitively and constructively
- how to constructively manage the range of behaviours customers display

### Selling

- the importance of highlighting the features, advantages and benefits of products or services to customers
- how to structure and progress sales
- the difference between reactive and proactive selling
- how selling business-to-business differs from selling to end-users
- how to recognise buying signals given by customers during sales contact
- the organisations products or services and those of competitors
- previous needs and interests expressed by customers in particular types of products or services
- how to close a sale
- how to complete sales paperwork and record details of sales



- where appropriate, how to get the best from sales staff. (For example by target setting, pay, bonuses, training, sales and management techniques.)
- what guidelines on sales agreements are needed. number, email, website, map and business opening times, where it is relevant)

## Business infrastructure

- the legal and business procedures or constraints on sales
- what systems will be used for recording and processing sales information and documentation

## Customer feedback

- what to do with customers' feedback and reaction to products or services

