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Increasing Sales with Customer Interaction Points

By **Justin Hitt, Strategic Relations Consultant**, <http://www.justinhitt.com/>

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Documenting and exploring the communications you have with your customers can reveal opportunities for selling and educating them that may not have been apparent previously. It is important to understand the terms that are being used here because they are critical to deriving more sales from each interaction. This will become clearer when we explore the three key elements — influencers, mediums, and expectations.

Customer interaction points represent any communications you have with your customer at any point in the relationship. These points represent a system of selling and educational opportunities. When we talk about exploiting customer interaction points, we are specifically looking at employing the greatest possible advantage for both the customer and your organization - always seek increasing service and providing win-win situations.

Each customer interaction point gives your organization valuable information that helps tailor your services for the customer while teaching them about ways to receive additional benefit. If you do not utilize this opportunity in every communication, you could be missing useful knowledge and future sales. The three key elements mentioned in the first paragraph will make this statement clearer.

The three elements we are referring to are influencers, mediums, and expectations. You must determine what influences your customer to become involved in the interaction. Describe the categories of communications mediums in which your customer interacts with you. Then face the most important part of serving any customer, their specific expectations — learn about their wants, needs,

and the benefits desired.

At first, this can be a difficult process, but just start by jotting down a simple flow chart with short notes highlighting the three key elements. Once you have a general idea of where you communicate with your customer, seek to deliver more of what the customer expects and look at ways you can help them to solve their problems.

This forward, but generally beneficial approach will increase your sales while providing the customer those things they need.

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Justin Hitt, a management consultant specializing in strategic relations. Helping executive build stronger relationships that increase their profits. Learn more by visiting <http://www.justinhitt.com/>

Get Your Customers to Say "YES"

By Kevin Nunley

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Many of us dread the part during the sales process where we have to ask for the order, especially if the customer says "no". What happened? It seemed like the customer was with you all along.

They were smiling and nodding their head. What could have gone wrong? Often, the problem is that the sales person never really answered all of the questions in the customer's mind. If the questions don't get answered, you won't make the sale.

Any objections the customer has should be sought out and resolved during the presentation. This way, the sales person can judge how well the sale is going and see if the customer is motivated to buy. This process gets your customer to say "yes!".

The process isn't really that difficult. It involves being a good listener and making sure you stop at certain points in your presentation to let the customer talk. Obviously, you need to rehearse your presentation. Tell about your product or service.

But, you also must develop a series of questions that will usually get "yes" for an answer. For example, "Doesn't that give you peace of mind knowing your family will be safer?" will often

bring a "yes" answer. If the customer answers no to a question, a safe approach is to ask "Really? Why?" This directs the conversation back to them. Listen to what is on their mind and see if you can help revolve the issue.

Get the customer into a habit of saying yes to your questions. By the end of your presentation, it should be easy for you to say "Do you feel this product is what you have been looking for?" When the customer answers yes, it's time to write up the order!

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