

## Smart Strategies for Sales Communication Success

Sales is a communication business. Your effectiveness in communicating clearly and confidently with sales prospects is essential to your overall success as a sales professional. You need strategies that you can use to enhance and maintain the strength of your sales communication efforts. Here are five you can use today:

### 1. Ask questions early and often.

Start each sales cycle off on the right foot by:

- Asking the prospect questions, instead of starting by telling the prospect things.
- Build your questions off of the nature of the prospect's initial inquiry that initiated the sales cycle.

### 2. Practice active listening.

Listening is a skill, and it's a hard one to master in our talk-driven society. Practice active listening carefully and consistently, by following these steps:

- Step One: Eliminate distractions.
  - When you ask questions, look at the person directly.
  - Don't start thinking about your next question until they answer this one.
- Step Two: Embrace silence.
  - Our culture does not value silence, in fact it sees silence as a sign of a problem.
  - In fact, silence most often means the other person is thinking about what you said.
  - Let the prospect think, ponder and prepare thoughtful replies.
  - Don't interrupt the silence or rush to guess or put words in their mouth.
- Step Three: Paraphrase and confirm.
  - After receiving an answer to your question, take a moment on your end to absorb it fully.
  - Then, paraphrase the answer you think you heard back and ask for confirmation.

### **3. Provide the customer with a template for effective communication.**

Use the sales process itself to engage effectively with the prospect:

- Set a plan for the sales decision process and ask the prospect to confirm that it suits them.
- Ask the prospect to help you tailor the process to address their primary needs/goals/concerns.
- Provide tools and resources to support it (checklists, worksheets, sample evaluation questions).

### **4. Evaluate and adjust marketing against customer feedback.**

Make sure your marketing is aligned with prospect communication objectives by:

- Testing new marketing communications with prospects.
- Asking prospects how well the marketing communications meet their needs/goals.
- Engaging prospects and customers in offering feedback to improve marketing messages.

### **5. Treat the sales cycle itself as a communication process.**

The sales cycle begins and ends with communication, so make each step count:

- At each stage, verify that the process itself is working for both you and your prospect.
- Demonstrate willingness to amend or revise the process if warranted by business conditions.
- Tailor the process itself to the prospect's needs to generate reliable trust.

For more information on sales communication success, please visit [www.debbrownsales.com](http://www.debbrownsales.com).

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