

SOP for
Increasing
Sales when
meeting in
person

Customer Interaction

- First, satisfy your clients. Prioritize keeping your customers happy and satisfied.
- People are more likely to purchase from you regardless of the discount you're offering if they like you. Be cordial, affable, and transparent with your customers. Give her tranquilly. Whatever your customer is seeking, you should strive to supply it.
- This applies to both your behaviour and the item being sold. You should not only be a customer's friend up to (and after) the point of sale, but you should also try your best to persuade him that whatever you're selling will offer him exactly what he wants - that it will solve his problem, save him money in the long run, etc.

Listen.

- It's impossible to satisfy a customer if you don't know what she wants; however, most of the time, all you need to do to determine this is listen. This is simple: at the beginning of your pitch, ask the customer how you can assist her and allow her to articulate her issue or want. Once you understand what she desires, you will be able to determine which items, services, etc. best match her requirements.
- Not only should you listen to what a customer says, but you should also pay attention to her facial expressions, body language, etc. If, for example, a consumer appears antsy or stressed, you will likely be able to please him by delivering him a quick, simple answer to his problem, as opposed to a lengthy sales pitch for all of your products.

Give your complete attention.

- When a consumer is contemplating a purchase, you should offer the idea that you are available to meet any demands or answer any queries that may arise. You do not want to create the appearance that you are preoccupied or that your customer is an afterthought. Interact with consumers one-on-one whenever possible, returning to your other responsibilities only after the job is complete.
- Consequently, avoid being an inconvenience to customers. When you've made a sale, you can ease off on your consumer and give them some breathing room. You may say, "I believe you will be pleased with this purchase. I will meet you at the cash register when you are prepared."

Demonstrate your product / service's worth

- When it comes to persuading a hesitant customer to make a purchase, effusive praise for your product or service will only go so far. Demonstrate how the product you're offering will enhance the customer's life to truly win their support. Whether it will save them money and time, provide them with peace of mind, or simply make them feel good, ensure that your buyer understands precisely how the item you're selling will benefit him in real, practical terms.
- This is a typical sales technique. For instance, vehicle dealers allow consumers to take test drives and guitar sellers let clients to play their instruments; even department stores allow customers to try on clothing prior to making a purchase. If the item you're selling is intangible or something that clients cannot touch before purchasing, consider alternative ways to demonstrate its value. For instance, if you're selling solar panels, you may assist consumers in estimating their electricity bill savings.
- A common adage states, "Sell the benefit, not the goods." Instead than focusing on the product itself, emphasise what your product or service allows the buyer to do.

Know your field well.

- Customers want to do business with salesmen who appear competent without coming off as patronising. Be a helpful resource for your clientele. Not only should you be intimately familiar with the products and/or services you sell, but also with those of your competitors. If you have this knowledge, you will be able to make comparisons that put your product or service in the best possible light and your competitors' in the worst possible light. You'll also be able to recommend things intuitively based on your customer's specific situation.
- For instance, if you're selling televisions and a single father with three rambunctious children approaches you, you could utilise your product knowledge to notice that a particular model has comprehensive parental control features and offer this information as a selling factor.

Close

- It's quite simple to encourage a customer to enjoy a product, but ultimately, your commission depends on whether buyers purchase your stuff, which is a different problem. Try to obtain a commitment from consumers on the same day you meet them; one who leaves the store to "think about it" may never return. Offer a little discount or "throw in" additional goodies in exchange for a customer's commitment if he or she is hesitant to make a purchase immediately.

- In addition, endeavour to streamline the purchasing procedure so that it may be performed with the least amount of difficulty. Accept several payment methods, provide options for enrolling in an instalment plan, and minimise paperwork. This will not only improve the overall customer experience, but it will also lessen the risk that customers would back out before completing the transaction.

Establish rapport with your customers.

- Customers who believe they have been treated with respect and satisfaction by a business are more inclined to recommend it to others and to return for future purchases. Creating positive, mutually respected connections with consumers is an excellent approach to increase revenue over the long term. Remember that consumers are actual people with real feelings, and that the vast majority of them value human warmth.
- Consider writing a quick letter or making a phone call after a large sale to ensure the consumer is satisfied with the purchase. This may provide the impression of a close, pleasant relationship. However, do not overdo it; eventually, most clients would want to be left alone.

Using Sales Techniques

Create the appearance of urgency.

- Whether they are aware of it or not, the majority of customers dislike the idea of missing out on a good deal. Giving the idea that a consumer is missing out on a unique offer or limited-time deal by declining a sale is one of the oldest and most effective techniques for convincing hesitant customers to make a purchase.
- To accomplish this, emphasise offers that won't last forever or products that are nearly out of stock, and encourage shoppers to "jump" on these possibilities. Some businesses take this practise to a degree that borders on unethical by increasing the price of a product so that an enticing, limited-time promotion reduces the price to regular levels. This type of deceit is unpleasant, but unfortunately widespread.

Flatter shamelessly (but subtly).

- By appealing to a customer's ego, practically any sale can be made more likely to succeed.

- The key is to sincerely compliment your customer without coming across as apparent, cloying, or fake. Pour on the honey, but don't go overboard: if a consumer takes your unique offer on a new car, she is intelligent, but not a genius. When a consumer with a large frame tries on a suit, he appears thin, not incredibly dashing. However, be reasonable and practical.
- It is difficult to go wrong when complimenting a customer's taste in selecting a certain product. A simple "excellent decision!" or "wow, that's cool!" can do wonders.

Make the customer feel obliged.

- Most people are more likely to perform acts of kindness for others if they have already been shown kindness. Particularly cunning salesmen might take advantage of this by creating the impression that the consumer has received a favour or act of kindness. Sometimes, it is sufficient to be attentive and responsive to a customer; for example, a shoe salesman who tirelessly rushes back and forth from the stockroom so that a customer can try on a dozen pairs of shoes has shown great compassion merely by performing his job properly.
- Occasionally, little "real" favours are required, such as getting a customer a drink or clearing time for an appointment.
- For optimal results, ensure that your efforts are recognised. For example, if you need to plan an appointment with a customer, you should get out a schedule book and visibly cross out an existing appointment before writing theirs down.

Never rush a sell.

- It is tempting, especially if your commission is at stake, to hurry a reluctant customer into making a purchase, rush him to the pay register, push him out the door, and then forget about him.
- Clearly, this is not the best strategy to generate sales. Customers dislike the impression of being misled or swindled, thus sales strategies that rely too heavily on high-pressure, fast-paced pitches can breed animosity. Even if these strategies result in short-term sales increases, unfavourable word-of-mouth might result in long-term sales declines and taint your reputation.

The most intelligent salesmen provide persuading arguments to the consumer and then let them to decide whether or not to purchase the goods, rather than pressuring them to do so. Good salesmen do everything in their power to emphasise their product's advantages and minimise its disadvantages, but they never attempt to make the customer's choice for them.

Be accountable and dependable.

- Other, dishonest sales practises have their place, but if you do nothing else as a salesperson, make an effort to maintain your personal honour. When you make a customer a promise, you must keep it.

- When you make a mistake, you should apologise sincerely. Respect is the foundation of each successful sales deal. Customers want to respect a salesperson enough to believe they won't be scammed, salespeople want to respect customers enough to assume they'll receive positive feedback for their efforts, and businesses want to respect customers enough to assume they'll be compensated for goods or services provided. When one of these respect-based connections deteriorates, revenues decline, so do your part and win your consumers' regard by being a respectable individual.