



Sales Tips for Precasters

– a beginners guide



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Top Tips

Acknowledge the value of selling

Have a positive attitude whilst selling your precast products is widely accepted that the excitement and enthusiasm of the salesperson accounts for around 50 per cent of success in selling.



Manage your sales activities effectively

You are responsible for results. You can achieve the required result by setting it as a goal, and then resolving to pay the price that must be paid to achieve the goal. You need to establish clear sales goals. Having established the sales goals, it is necessary to determine the actions or activities which must be undertaken to achieve those goals.

Know your product

Know your products, its benefit and competitive advantage. Why does your customer buy the product or service? What benefit do you sell?

Is it because your product has:

- The best shine?
- The best colour?
- The best finish?
- A particular pattern?

Or do you have:

- A local depot?
- Quick turn around?
- Good delivery system?
- The best price?
- The best service?

Identify your customers

Why should anybody buy your product or service? Whose life will be enriched? Who will get the greatest improvement from your product or service? With which customers does your competitive advantage make a difference? With which customers does your competitive advantage make the biggest difference? Customers want to be more, have more, do more.



Identifying customer needs

Do not focus on trying to sell the product which you produce. Ask questions, ask questions, ask questions! Find out what benefit your customer desires. Talk to your customers. You will be surprised how often price is not the priority. They may be looking for a local supplier, excellent service, a guarantee, any risk of loss to be assumed by the supplier, immediate delivery, staged payments. If you know your customer, then you have a far greater chance of forming a lasting relationship which should lead to permanent relationship selling.



Be great at making presentations

Giving a presentation is one of the most feared events in Western society. In surveys of people's fears, death is usually ranked around number six. Giving a presentation is usually number one. To be excellent at selling, you have to give presentation.

Be prepared to handle objections

"We don't want it, we can't afford it, we don't believe you, we've tried it before and it didn't work, we are perfectly happy with our present supplier and it's not in the budget." Your initial reaction could be that you are not going to make the sale. This is incorrect. You have to understand that an objection is a request for more information. As long as the customer is objecting, you are selling.



Close the deal

A customer is someone who is willing and able to purchase the benefit you offer. In a successful sales presentation, you eventually reach the point when it is time to ask for action, time to close that deal.

Always follow up your sales efforts

You may not sell on the first visit or first occasion. Make a decision to go the extra mile, make the second effort, follow up your initial approach. Contact the prospective customer once again within three days. You can always reopen a negotiation with new information, new price, new terms, a better offer. Keep your customer informed. Educate your customer to appreciate the benefit you offer and your competitive advantage. After making a sale, contact the customer within four weeks with a view to making the next sale. Follow up direct mail with a telephone call

