

ACCESSORIES RESOURCE TEAM BULLETIN

ABSOLUTE ESSENTIALS FOR SUCCESSFUL SALESPEOPLE

By Becky Moore, Charlotte, NC

Just this morning I had a great new account...a really good account say to me.. "You will never know how wonderful it is to finally talk with someone who is sincerely passionate about their product and their profession! It makes all the difference in who I will deal with"...

So I have 8 key things that I believe are essential for a salesperson today.

1. Passion is the key to motivating your customer. If you don't care, they won't care.

2. Service..Service..Service! Whether you are answering a technical question or merely letting your customer know someone cares today, service is everything and is one way to distinguish yourself.

3. Relationships are everything. My customers have way too many options to select from and rightfully so. Competition is good and all of my products have stiff competition, but my relationship with my customers is one of the reasons they buy from me and not my competitors. They know I go the extra mile. If we don't make it (manufacture it), I find a way to have it made for them. In this economy I can't believe I am out there selling things I don't rep. But I do. In other words, I find it for them or make it for them!!!!!!

4. Trust. A successful rep must build trust and that is done with "consistency over time." Never fail them and they will come to trust you and rely on you!

5. Be a team player. Never, ever believe you are accomplishing this job alone. It is every bit an effort of the factory, the product, the rep and the

customer. When people feel they are part of a team and they can make a difference, everyone wins.

6. Never put money first...you'll lose. It will always be obvious to your customer that you are not thinking of her first. The body language just screams, "I am thinking about myself--not you!"

7. Develop partnerships. As a salesperson, having terrific business partners allows you to be more creative, more resourceful, have someone to network with, throw ideas around and basically make you a more well rounded salesperson. It keeps things fresh.

8. Stay on top of product development. I constantly read design magazines to stay current in selecting product for my stores as well as assisting a designer on her projects. I am always communicating with my factories about what my customer needs and what I think we should be developing for the future. Having a design background is essential to my personal success as a sales rep. I use my design abilities everyday. ■

(Editor's Note: Becky Moore was voted top Sales Representative/East Atlantic Region at the 14th annual ARTS Awards ceremony.)

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