

The **Nutcracker** guide to closing more deals

10 tips for salespeople

nutcracker





When it's going well, sales feels like the best job in the world.

When it's going badly, it feels like the world is caving in.

Here are **ten tips to help you make more sales** (and have the best job in the world).



1

Collaborate with Marketing

You speak to prospects every day. You know the pain they feel and how they express it. Share that with the marketing team, and they'll be able to create more effective campaigns that generate more warm leads.

There are two sides to collaboration. When you close a deal, don't forget to give credit where it's due, and acknowledge where your leads came from and it will motivate marketing to produce more.



2

Prepare

A warm lead is too valuable to waste. You know where the lead came from and what they responded to, so you know what message resonated with that prospect. That tells you what their pain point might be and how you may be able to help.

That means you have useful information before you even contact them, which should make your initial approach more effective and your questions better. Plan your approach before you pick up the phone.



3

Do not rush through your questions

Questions aren't a checklist to get through before you start your pitch. They're what make or break your pitch. Good questions will reveal a prospect's pain points, uncover what product or service they need, and will give you more insight into the challenges they are facing. This will in turn uncover how you can help — even the most seasoned sales professional can rush through this part, skipping questions and weakening their chances of closing the sale.

4

Listen

The point of asking great questions is to get great answers.

When you truly listen to your prospect, you get valuable information. Not only does that improve your odds of convincingly showing why your product or service is right for them, but it will make your prospect feel like you care about fixing their problem, not that you're just trying to get their money and sell something.

Bonus tip:

Don't be afraid of silence after you have asked a question — instinctively, they'll fill the silence, and possibly tell you even more.



5

Understand Objections

Notice that wasn't 'overcome'. Don't argue with the objection, find out more about it. Often it can mean the prospect just wants more information or wants to understand 'what's in it for them', why should they take the risk?

An objection is either a legitimate reason not to buy, or a different uncertainty in disguise. Ask more questions to find out which it is.



6

Disqualify

When you've asked great questions, listened to the answers, and understood all of the objections, and a 'no' really is a 'no', that 'no' is not a failure.

Not every warm lead is a customer in waiting. Knowing when to move on gets you more time with people who will buy and the people who genuinely don't want to buy will respect you for it.



7

Sales is a profession. Treat it that way.

Professionals stay focused and disciplined, without relying on short-term success to motivate them.

Professionals have processes. They don't just pick up the phone and wing it. Processes are standardised, repeatable actions towards a result. If you can't explain why someone bought from you (or why they didn't) and how you can magnify that, then you need to improve your process.



8

Stay Humble

Don't turn professional pride into ego.

You have something to learn, whether you're new, a few years in, or a veteran. That's true for doctors, teachers, lawyers, and architects. Why wouldn't it be true for salespeople?

You can learn something from anyone, even someone less experienced than you. Be open to it and embrace it. Sometimes going back to basics can be the kick you need to unlock even more sales potential.



9

Don't be defensive

When things aren't going well, don't be afraid to admit you're struggling. A good manager will help you find what isn't working, then give you the support you need to get back on track.

Staying quiet won't change you missing your targets, it will just get worse.

10

Manage your profile

When things aren't going well, your LinkedIn profile can help you build trust. People only buy from people they trust.

If you share interesting articles, write thoughtful posts, and add value to discussions, you show that you're an expert in your area, and you care about what you do. That's the kind of person that people want to buy from.

Ready to close more deals, but need more warm leads for your pipeline? Or want to discuss why something isn't working?

Find out how Nutcracker can help

Call **020 3941 0305**
or email **hello@nutcrackeragency.com**

