

6 WAYS TO SUPERSIZE YOUR HOLIDAY SALES WITH A SERVICE ATTITUDE

BY BARB GIRSON | WWW.MYSALESTACTICS.COM



When you are talking to your customers this season, ask questions and listen to their underlying wants and needs. Show genuine interest and people will often open up and express their challenges, concerns, and dilemmas.

While many entrepreneurs, sales professionals, and direct sales representatives are concerned about not wanting to come across as P-U-S-H-Y, there are respectful ways to make suggestions that may not have been considered.

Seizing the opportunity to "Supersize" orders during the holidays can pay you back handsomely with increased profits. However, if it is simply dollar signs you are seeking, your customers will smell it. The key is to provide ideas that are logical, relevant, and service minded. Demonstrate empathy and keep their satisfaction your top priority.

Busy professionals and customers value efficiency. When you are able to help them save time, money, extend the value of their purchase or increase customer satisfaction by offering them a few simple recommendations, your clients will remember you.

Avoid giving too many choices, or you will confuse your customer and potentially paralyze the process.

For the greatest success, stick to the following super-size selling methods:

- CROSS-SELLING:** Suggest products that are associated with what they decided to purchase and work well together.
- ADD-ON SELLING:** Lower priced convenience items can be added on to the order once the core items are selected.
- UP-SELLING:** Explain the benefit of increasing a purchase to a higher priced item and explain why this makes sense.
- MULTIPLE SELLING:** Help your customer determine if they will want or need to raise the quantity of items purchased. During the holidays, gift-giving is a prevalent reason.
- PURCHASE WITH PURCHASE:** If applicable, let your customer know about any promotions that are earned by meeting a qualifying purchase. This strategy is commonly used in the cosmetics or personal care category. For example, "Purchase a skincare set and get a carrying tote for only \$19.99." Can you think of a way to create a purchase with purchase in your business?
- SET SAVINGS:** Share groups of related items that are sold at a set price. There is typically a monetary incentive offered for purchasing the set, as well as logic in why these items are grouped together.



BARB GIRSON, International Direct Sales Party Plan Expert, Trainer and Registered Corporate Coach™, is a highly interactive, creative speaker and author offering professional skill development programs for workshops, leader retreats, and annual conventions and telecasts sales training programs. Custom programs / Coaching 1:1 available. Barb Girson (ACC), president of MySalesTactics, helps companies, teams and entrepreneurs gain confidence, get into action, and most importantly, grow sales. Need a speaker for your next event? Contact barb@mysalestactics.com. Barb Girson Original Work © 2014. All Rights Reserved.

A few super-size service-minded questions to ask:

- Have you ever considered... [insert your suggestions]?
- Would it make sense if you... [insert your idea]?
- Did you realize... [insert an insight]?
- Would it save you time if... [Insert your time-saving idea]?
- Did you realize that you save money if... [Insert your recommendation]?
- Have you noticed that when you buy this you are eligible to get that?
- Would you like to take advantage of our special set savings?
- Super-size your sales this season by providing stellar service and making sincere suggestions. The holiday selling season brings anywhere from 25-50% of your annual sales. Put a plan in place now to get your share of the pie. It pays to ask! ♦

GET A FREE AWARD-WINNING SALES eBook!

PLEASE VISIT
WWW.MYSALESTACTICS.COM/
FREE-EBOOK

to get your free eBook + get your complimentary sales strategies eZine subscription.