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You may not realize it, most of us are into sales, even if it's not really part of your title or job specification. Remember that even if you're not selling goods or services, you still have to sell yourself and your ideas.

Here are more tips and reminders on how to succeed in sales.

1. Follow up on your sales leads. You'll never know where new business opportunities could come from. So be ready at all times. And when you already get that lead, particularly if you tell them that you will call again and follow up on them, be sure that you will.
2. Listen well with undivided attention. When you are with your business leads and prospects, it's all about them and not you. Try to speak less but listen more with undivided attention since they also sacrifice their time to be with you.
3. Turn off your mobile phones. In connection with number 2, giving your potential customers the respect and the attention they deserve also means no distracting technological devices on your part. You are there to ask for their response—their decision or a sale. It's not a good practice to answer texts or calls while with a client.
4. Know everything there is to know about what you're selling. For sure you'll encounter a lot of questions from your prospects. That's why it's always better to be armed and ready, so do your homework. Have the answers ready so you can make sure of a sale.
5. Don't assume about your potential customer's wants, needs or capacities. When sales people don't listen well, they tend to assume things about their prospective clients. Even if you've done a thorough research and did a productive lead generation campaign, don't expect that you know everything about your b2b leads. First rule in selling: Never assume. Ask them and they will tell you. Take note that the selling process becomes easier if you have a clear idea about what your client wants.
6. Don't forget to ask for the sale. Although developing customer relationships is important, in the end, it's still about closing the sale. So, there's no other way to do that but to ask for it—if you want it to make it happen. Yes, sales people usually make the common mistake of not asking their qualified business leads to make the purchase.
7. Convince them. It's not enough that you know by heart what you're selling your customers. You, as a sales professional, also need to know how to convey it convincingly to your leads and prospects. Be sure they realize why they simply can't pass up on this good deal you're offering them.
8. Ask for a referral as well. Bear in mind that when you get that sale, it means that you already won and earned their trust. You can now ask for the names of at least 3 persons who will also love to avail of the benefits or value your now-satisfied client attained from you.
9. Don't focus only on the price. Having a competitive price is alright. But over hyping on just that won't give you an advantage if ever a rival undercuts you. Just mention about the price if it will make a good selling point. Nonetheless, your focus should be on the value and benefits that make your offerings stand out.

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