



10 Tips For Making Sales Sexy Again

The women of the *Women Your Mother Warned You About*™ keep sales “sexy” by keeping their relationships real, raw and a little irreverent. That’s what sexy means to them. And this is how they do it:

1. Make Others Look Good
2. Don't Judge!
3. Be A Friend & Create A “Safe Space”
4. Give First & Often
5. Stop Asking So Many Questions
6. Embrace Failure & Imperfections
7. Say "No Thanks" To The Wrong “Audience”
8. Don't Be A Troll (or that sleazy guy or girl at the bar)
9. Perform For Repeat Business & Referrals
10. Find & Use Your "Funny"



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1 Make Others Look Good

First and foremost, make others look good by supporting their ideas, thoughts, beliefs and objections. Go out of your way to spotlight them in front of others. And remember that buying what you're selling has to make them look brilliant to others.

2 Don't Judge!

It's easy to judge, profile and stereotype buyers because of past experiences. Don't! Treat every buyer like they're going to buy from you. It's a mindset thing. You don't know what's going on in their personal and work worlds that impacts their behavior. It's not about you!

3 Be A Friend & Create A "Safe Space"

Buyers are automatically on the defensive but they don't have to be with you. Take the approach of becoming friends and creating relationships based on a true interest in your buyers. Instead of calling them to talk about what you're selling, call them to ask how their vacation was, wish them a happy birthday or just say "Hi". No one wants to feel uncomfortable.



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4 Give First & Often

Again, stop thinking about your agenda and buyers giving you money. ABG! Always Be Giving value before, during and after the sale. Share resources or contacts that might help your buyers before they become buyers. And don't keep score.

5 Stop Asking So Many Questions

Plain and simple, listen more and talk less. Most of us love talking about our lives. Listening makes others feel like you truly care about them. Don't be that sales person that interrogates a buyer with a laundry list of questions. Keep it simple in the beginning of the relationship and ask two or three questions about them, not their business or company.

6 Embrace Failure & Imperfections

Take a bow every time you fail and applaud yourself. If you failed, you learned what not to do or how to overcome a missed sale. It's okay to be imperfect. People are more attracted to people who are real and like them - imperfect!



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7 Say "No Thanks" To The Wrong "Audience"

Have you ever had a client that you regretted because they cost you more time and money than the deal was worth? We've all experienced that. Don't get so hungry for business that you don't recognize a client that's not ideal. Create avatars for ideal AND wrong clients so you can quickly recognize both early in the process.

8 Don't Be A Troll ...

... or that sleazy guy or girl at the bar trying to pick up random strangers. This is really #3 (be a friend) re-packaged. Using email and social media to connect with buyers and influencers can be a great way to build relationships but not over night. Don't slam your offers on others before being given permission.

9 Perform For Repeat Business & Referrals

Over deliver and give amazing service and your buyers will buy again, while referring you to others. Be a provider and problem solver for life! It's easier to create repeat business than it is acquire new customers. Customer Service = Sales Growth!



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10 Find & Use Your "Funny"

You're funnier than you give yourself credit for. Find real moments that you can relate to with your buyers. Sharing common experiences often leads to laughter. Don't take yourself so serious. Humor and laughter will cut through the tension of a sale. It's as simple as improvising in the moment.

**Which of these strategies will you adopt
or are already using?**

We want to know!

Email us or share your stories on our
social media channels!

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