

Selling through the Holidays

Focus on Helping

Instead of focusing on features your product has, think about how those features can solve one of your prospects' challenges or pain points



Listen to your Prospects

listening to prospects is essential to being an effective salesperson. Showing that you care about your clients builds a positive and trusting relationship that will ultimately help you close deals.



Build trust through Education

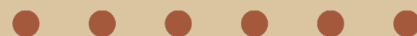
Going in for a hard sell generally isn't taken very well. Education is a positive way to foster a relationship with your prospects and steer them toward your solution. Use a blog, webinar, or any similar content to your advantage.

Understand your Market

Know what challenges your prospect is facing and how you can position your product in a way that resonates with them.

End each Meeting with an Action

When ending a sales call or meeting, finish on an action. Go ahead and set up your next steps or appointment while you have your prospects' attention. Don't leave the meeting empty-handed.



Be Data-Informed

Remember to pay attention to your metrics and marketing funnel to gauge what is and isn't working. By looking at biannual, quarterly, or monthly reports, you can see different trends and make smarter decisions to improve your overall results.

