

# EVERYBODY WORKS IN SALES LTD

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## TOP SALES TIPS TO USE IMMEDIATELY IN YOUR BUSINESS

### 1. Integrity

There's no such thing as 99% integrity. Be honest all the time, especially when nobody is looking.

### 2. Listen

Most people talk too much. Business talks should be you talking 30% and the client talking 70%. Don't just listen to what is said. Listen to what isn't being said. Listen to tone.

### 3. Ask Amazing Questions.

Future based questions like "where do you want your business to be 6 months from now?" get a great discussion going with a client. "How's" and "What's" are important. Avoid using "Why" especially on email. It can come across as rude.

### 4. Enormous Value

Give more value than a client asks for. You need to follow the 80/20 rule here. 80% will appreciate this and do more business with you. 20% will take advantage.

### 5. Coaching

If you want to improve in area of your life, get a coach.

### 6. Thank you cards

This is a massive breakthrough. Send thank you cards in the post after a great meeting at a client's office, meeting someone at an event or when a client gives you a recommendation. The only thing most people get in the post are bills and junk mail. Thank you cards make you stand out from the crowd.

Niraj Kapur is a high-impact sales coach and author of the bestseller, Everybody Works in Sales, which is available on Kindle and paperback. To read about the 27 sales strategies you need to improve your business, click here <http://goo.gl/5PM9ej>

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