



## Not So “Back to Basics” Sales Tactics

I’m always just a little surprised when I hear people talking about getting “back to basics” with their sales approach. Exactly what does this mean? I’m sure it means many different things to every sales person out there. For seasoned professionals, sales skills are continually honed and polished so that strategies become more focused and targeted, all while creating a better experience for the client all the way through the prospecting phase until the sale is complete and then *beyond*. To say that you would scrap all of those finely tuned skills and go back to basics seems a waste of years of experience in “right” and “wrong”.

Maybe a better way of looking at it is not to focus solely on the “sales tactic flavor of the week”. Sales tactics can be trendy, and some sales professionals make the mistake of drastically changing their approach every time one of these new trends hits the sales airwaves. Your sales approach must always contain your core strategy, but the real magic comes in the personalization for each client and their needs. Let’s highlight a few of the sales “must-haves”:

1. ***Inspired Passion in Your Words*** – Sometimes it’s not 100% about what you are “saying” when you’re talking with your clients, but the manner in which you are relating the message. Truly believing in your product, service and your skills as an expert comes across clearly in your presentation. Clients know immediately when they are speaking with a sales person who really loves their job and the product or service they are selling. When you are happy and exuding good energy, your clients will feel this enthusiasm and respond in a very positive way.
2. ***Interact, Be Accessible, Exceed Expectations*** – Most of us have heard the phrase “living in the present” or “be present”. This means that you are focused on what is happening right now, right here, in front of you, and are not dwelling on the past or trying to think 10 steps ahead in the future. You are “present”. This could not be more important than when speaking with or meeting with a client. You may have 50 voicemails to return, but when you are in front of or on the phone with a client, 100% of your attention must be right there, listening and attentive. The interaction will be infinitely more positive, and your client will not only feels that you are accessible, but your focused attention to detail will remind them that they truly are a V.I.P. in your eyes and that you will be treated as such. This is when people start feeling comfortable referring you to their friends and colleagues. People love to share something good – a recipe, a fabulous tip on travel, the name of their favorite masseuse – and likewise, professional sales people who will listen and care for their needs.
3. ***The Power of Personalization*** – Line up 10 brides in a row and what do they all have in common? They are all planning a wedding. Yet, each one could not be more

different than the next. Identifying individual concerns, visions and priorities helps you to see what truly excites them about their wedding planning and allows you to focus your presentation to fit their needs exactly. How do you do that? You ask focused questions and then you LISTEN! Engage them in conversation to allow them to speak freely. No generic sales presentation here!

4. *Adapt on a Moment's Notice* – In the event industry, we are all used to make last minute changes, putting out fires, “saving” the event! How often do we apply that approach to our sales presentation? Being prepared for every meeting and appointment is a must, but you never know the exact direction of your presentation until you start the conversation with your client. If possible, ask a few questions and do a little “pre-work” before your appointment so you have a little more information about your client. Adapting your sales approach to match the needs of your client further personalizes the presentation and the client feels as though you are a perfect match. For example, you’re talking with a meeting planner about planning a corporate event. If this planner is a novice (maybe new to the event planning world, or maybe he/she is an in-house planner for the corporation he/she works for), then your approach should be slanted toward showcasing your skills as a meeting planning expert, who will guide this client every step of the way, so that the prospect feels confident that they will be able to pull off planning such a meeting and look like a hero. When meeting with a seasoned meeting planner, however, who can plan a corporate meeting with the grace and ease that only comes through years of experience, you may wish to focus on how you can save the planner time and energy.

Aside from your actual approach or presentation, always remember the aesthetics as well – conduct your meeting in a professional, comfortable environment; dress professionally; offer a beverage; and, never forget one of your most important assets – *your smile*.

For more information on the **Beverly Clark Hospitality Training Programs**, please contact **Lynne LaFond DeLuca** at [lynne@beverlyclarkenterprises.com](mailto:lynne@beverlyclarkenterprises.com) and visit our website at [www.beverlyclarktraining.com](http://www.beverlyclarktraining.com)

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