

# 7 smart strategies the best salespeople use

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The best marketers and salespeople are willing to pay the price to get ahead. In my seminars, I talk about how to achieve success with relationship marketing. Here are some traits that I've found top professionals practice regardless of their industry.

These seven advanced-level strategies will give you a decisive advantage in achieving your goals.

## 1. Study the market

This is critical for relationship farming. Know what is working today, where pain exists, and how you can best implement solutions. Don't assume. You need to have what Air Force pilots call situational awareness. Know what's going on around you by reading, attending seminars and webinars, and listening more than talking. This practice is ongoing. Curtail TV and feed your brain with an information-rich diet of podcasts, articles and videos that can generate more sales.

## 2. Study people

Learn specifics about important people. You have to do your homework (think LinkedIn, Twitter, **Google+** and Facebook). Know the likes and dislikes of key people. Harvey Mackay's "Mackay 66" makes a lot of sense here. It takes time, effort and a well-oiled and finely-tuned system. Don't just think you'll do it from memory. You're good, but not that good! Think relationship farming. Plant seeds. Cultivate. Nurture relationships. Maintain consistent application of sound relationship marketing principles to succeed.

## 3. Stay away from stupid

Don't do what doesn't work! Always be aware of potential dangers, and be ready to take advantage of serendipitous opportunities.

## 4. Strengthen your smart persistence

Smart persistence means applying brainpower to your determination to get the best results. You're in this one for the long term, relationship farmer. Don't give up when a couple of thunderstorms knock down a fence in the back 40. Don't quit because wolves destroyed some crops in the south valley. Know when to stay in the game – and when to say good-bye. Well-meaning and otherwise outstanding salespeople sometimes make the mistake of staying with something that won't ever work. When someone is just pulling your chain and will never contribute value to the relationship, wish them well and say, "Adios, muchacho." Don't waste time with someone who doesn't embrace value-for-value living. Focus on those who are most open to a relationship with you. This is where you have to do your homework beforehand for qualification.

## 5. Build relationships for the long term



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Connections are critical. Know somebody who knows somebody who knows somebody. Make sure your network is expanding, growing and vibrant. You're a relationship farmer who is tilling, sowing and planting every day. Develop muscular systems that can handle the rough and tumble of the real world.

#### **6. Constantly focus on increasing your connections and knowledge base**

Your knowledge base will lead to further connections when you apply it right. Use the power of social media to connect with your connections' connections. It's not just who you know, but who your connections know. Devour information about new technologies, which can give you a quantum leap over the competition. I'm constantly working with new tools to get more done in less time. Currently, I'm working on a new technology that gives an extra edge in communication.

#### **7. Apologize quickly when you blow it**

Hey, you're human. You are going to make mistakes now and then. When you blow it – and even the best will from time to time – take responsibility and correct your behavior quickly by apologizing, making amends, and resolving to change for the better next time. This saves a lot of anguish and helps you pick yourself up quickly and move on to the next victory. It also helps nurture precious relationships.

Relationship marketing takes time, money and energy to deploy effectively. The best salespeople use these and other tools and techniques to achieve the best. Be willing to pay the price and you'll have a bountiful harvest as a relationship farmer.

Terry Brock gives real-world, practical tips on how to generate revenue and increase productivity. He works with businesses from sole proprietors to Fortune 10 companies, teaching them how to use social media, technology and plain ol' stuff that works. He's the co-author of the McGraw-Hill best-seller "Klout Matters" on social media. Brock is an international Speaker Hall of Fame member and sports a very good haircut! You can reach him at 407-363-0505 and Terry@TerryBrock.com.



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