

Basic Sales Etiquette

People without good manners will get rejected. People are immediately judged and disliked if they show unprofessional behaviour or dislikeable personality.

That is why it is important to be on our best behaviour. Especially in sales.

I am not saying to be shy, quiet or a victim to aggressive people. That is called “weak”. Not “nice”.

Do not mix the two. Being nice is not the same as being weak.

You can be well mannered, while you are disagreeing with someone or while you are standing up for yourself.

You can apply sales pressure while being nice. You can be upfront and unapologetic while being nice and well mannered.

So with that said. Here are some Tips and Tricks at being agreeable to people in sales:

- Start each conversation with an excited and happy greeting.
- Keep eye contact.
- When you shake hands, do a solid handshake.
- Listen when the other person is talking.
- Don't get distracted when you are with someone, give them all your attention.
- Act and behave according to local customs and tradition.
- Don't lie, be honest, show respect and be purposeful with your body movements.
- Act with the other person like you would act with your friend.
- Be curious about the other person, not just about making the sale.
- Don't cut the other person when he is speaking.
- Don't speak continuously without letting the other person speak.
- Smile whenever the situation calls for it.
- Dress well, and smell nice (this includes your breath as well)!
- Don't get angry or butt hurt, even in defeat.
- Don't act superior, you are on equal grounds with the prospect. You have something he might want (product), and he has something you want (payment).