SALES

What is Sales?
- Sales is the process of exchanging goods or services for money.
- It involves identifying customer needs and providing solutions.
- Sales involves understanding customers' needs and finding solutions that meet those needs.

The Importance of Sales:
- **Drives growth:** Sales brings in the money necessary for a business to survive and thrive.
- **Builds relationships:** Effective sales practices foster long-term relationships with customers.
- **Creates value:** Salespeople help customers make informed decisions benefiting them.

Key Elements of Sales:
- **Prospecting:** Finding potential customers (leads) who might be interested.
- **Qualification:** Determining if a lead is a good fit for your product/service (turning them into a prospect).
- **Building rapport:** Establishing a positive connection with potential customers.
- **Presenting:** Showcasing your product/service and addressing customer needs.
- **Overcoming objections:** Addressing concerns and hesitations from the customer.
- **Closing the deal:** Securing a customer's commitment to purchase.

by **ARCHAEO AGENCY**

START HERE

SALES PROCESS
- OBJECTIVE — **SALES PROCESS IS TO INCREASE # OF SALES**
- REASON — **PROCESS/SETUP IS REQUIRED TO BRING THE UNIFORMITY**

LEAD → SALES PROCESS → CLOSURE

SIMPLE SALES PROCESS
- Step 1: Discovery Call/DM — Gather information, build rapport, and qualify the lead.
- Step 2: Audit & Proposal Development — Demonstrate your expertise and tailor a solution directly addressing their needs.
- Step 3: Proposal Presentation & Discussion — Explain the value, answer questions, and overcome objections.
- Step 4: Follow-ups & Negotiations — Nurture the lead, maintain contact, and address any final concerns.
- Step 5: Closing & Onboarding — Secure the contract and start a positive client relationship.

LEAD SOURCES

LEAD → CRM → EMAIL SYSTEMS / EMAIL MARKETING / MEETING TOOLS → CLOSURE

SALES PROCESS AUTOMATION

Email marketing is the use of email to reach out to customers and potential customers.

ZOOM/GOOGLE MEET

- Build a list → You collect email addresses from people interested in your business (e.g., through website sign-ups, offering free downloads, or contests).
- Craft awesome emails → This includes newsletters, product updates, special offers, and anything else that provides value to your audience.
- Send and track → Email marketing tools help you send your emails out and track results (did they open it? Did they click your links?)

→ TOOLS
- Mailchimp → A classic for good reason. User-friendly, great for beginners, and has a generous free plan for smaller businesses.
- **Hubspot** → HubSpot's email marketing is part of a larger suite of marketing and sales tools. Great for businesses who want everything under one roof.
- Drip → Specifically tailored to online stores, Drip excels at tracking customer behavior on your website to trigger personalized emails.

CRM (Customer Relationship Management) is a system that helps businesses keep track of all their interactions with customers and potential customers.

CRM
- **A super-organized address book** — CRM stores all your customer information – names, emails, phone numbers, what they've bought, and notes from your conversations.
- **A smart timeline** — CRM shows you the history of your relationship with each customer, like when they last bought something or when your team talked to them.
- **A helpful assistant** — CRM can remind you to follow up with customers, suggest what to sell them next, and help you spot sales trends.

Where your leads come from.

This is the starting point of potential customers becoming aware of your business.

LEAD SOURCES INCLUDES
- Website forms — People fill these out for content downloads, newsletter signups, etc.
- Social media — People fill these out for content downloads, newsletter signups, etc.
- Referrals — People fill these out for content downloads, newsletter signups, etc.
- Content marketing — People fill these out for content downloads, newsletter signups, etc.

Prospecting

A LEAD is anyone who has shown some level of interest in your business. They might have visited your website, downloaded a resource, or followed you on social media. They're at the top of the funnel.

A PROSPECT is a lead who has been qualified as a potential customer. You've determined they have a need for your product/service and they fit your ideal customer profile. Prospecting is the act of turning leads into prospects.

A SALES OPPORTUNITY is a qualified prospect with a higher likelihood of making a purchase.

The active process of finding and qualifying potential customers (prospects).

It involves research and outreach to see if someone is a good fit for what you sell.

PROSPECTING METHODS INCLUDES
- Cold calling — Reaching out to potential customers without any prior contact.
- Cold emailing — Personalized emails to introduce your product/service.
- Targeted Advertising — Use digital advertising platforms like Google Ads or Facebook Ads to target businesses searching for website development services.
- Social media outreach — Engage with your target audience on platforms like LinkedIn, Twitter, and Instagram.

How They Work Together

Lead sources generate leads (people expressing interest). → Prospecting qualifies those leads (turning them into prospects with real potential). → Qualified prospects move further into your sales process.

TOOLS FOR PROSPECTING
- LinkedIn Sales Navigator — Powerful search filters to target decision-makers and companies within your ideal customer profile. Access to direct contact information in some cases.
- Hunter.io — Lets you find email addresses associated with a specific company or domain name.
- Zoominfo — A vast database of company and contact information, helpful for creating targeted lists.
- Outreach.io or Salesloft — Platforms that let you create automated email sequences, track engagement, and integrate with your CRM.
- Dux-Soup — Automates LinkedIn actions like profile visits, connection requests, and personalized messages.
- Bombora — Tracks surges in company web research, signaling they might be in buying mode.
- G2 — A platform for software reviews where you can monitor which companies are looking at products in your category.

SALES SCRIPT

What's Sales Script?
Combination of Predefined talking points and conversational frameworks that sales representatives use to communicate with prospects

PURPOSE = CONVERSATION

SCRIPT TYPES:

1. Cold Call Scripts
- **Purpose**: Used for initial outreach to prospects with no prior relationship.
- **Focus**: Getting the prospect's attention, generating interest, and setting up a follow-up conversation.

Key Elements:
- Attention-grabbing opener
- Brief value proposition
- Qualifying questions
- Strong call to action (aim for a meeting, not a sale)

2. Discovery Call Scripts
- **Purpose**: Deeper conversations to understand the prospect's needs and challenges.
- **Focus**: Building rapport, asking open-ended questions, and actively

Key Elements:
- A reminder of why you're calling
- Pre-planned questions tailored to the prospect
- Space for their detailed answers

3. Demo Scripts
- **Purpose**: Showcasing your product or service to a qualified prospect.
- **Focus**: Demonstrating the most relevant features, emphasizing the benefits that address their specific pain points, and maintaining engagement.

Key Elements:
- Personalized walkthrough
- Storytelling about how similar customers benefited
- Encouraging questions throughout

4. Objection Handling Scripts
- **Purpose**: Preparing for common objections (price, timing, competitor comparisons, etc.).
- **Focus**: Acknowledging concerns, re-framing them positively, and providing proof points.

Key Elements:
- List of anticipated objections
- Short responses focused on benefits and value
- Examples or testimonials to back up your claims

5. Closing Scripts
- **Purpose**: To guide the prospect toward a purchase decision.
- **Focus**: Summarizing benefits, addressing any last-minute concerns, and proposing a clear next step.

Key Elements:
- Confidence and directness
- Specific proposals or offers
- Options to overcome hesitation ("Which option sounds best to you?")

Standard Cold Script

1. Introduction about you.
2. The Reason you are calling. (Sepends on types of Pitch)
3. Your advantages (USPs etc/ Product/ Services)
4. Your Proposal (Offers)

Basic Mistakes

1. Starting a Monologue.
2. Giving Up Early (Most Common).
3. Not Having Enough Material to Support your Communication.
4. Want to Close in Hurry.

Discovery Sales Call Script

Discovery calls are meant to learn more about your prospect and their company in order to better qualify them as a potential Customer.

I've been doing some research on [prospect's company name] and I just wanted to ask you a few questions about [common buyer persona challenges].

Example Discovery Questions:
- What are your core challenges?
- What have you been trying to work around these challenges?
- Are you the best point of contact to discuss this with, or do you think other team members would need to be involved?
- What would your ideal solution looks like?

Follow up Sales Call Script

Script :

Hi [prospect's name], this is [your name] from [your company name]- Did you get a chance to take a look at the email I sent?

Case 1: Yes, I'd like to learn more.
[Follow Discovery Call Script]

Case 2: Yes, but I'm not interested.
Ok thanks for letting me know that. Just out of curiosity, can you let me know why you aren't interested?

You can send a revised customized email based on the feedbacks.

KPI's

Choosing the Right KPIs
The best KPIs depend on your specific business model and goals.

Top of the Funnel KPIs — Lead Generation and Awareness
- **Website Traffic** — The number of visitors to your website.
- **Lead Conversion Rate** — Percentage of website visitors or other leads who convert into actual prospects.
- **Number of Marketing Qualified Leads (MQLs)** — Leads that marketing has deemed ready for sales outreach based on their engagement.
- **Cost per Lead** — Cost of acquiring each lead, helping assess the efficiency of your marketing efforts.

Middle of the Funnel KPIs — Prospect Engagement and Nurturing
- **Sales Qualified Leads (SQLs)** — Prospects who have been determined through qualification to be strong potential buyers.
- **Opportunity Win Rate** — Percentage of sales opportunities that actually close as deals.
- **Sales Cycle Length** — Time it takes from initial contact to a closed deal.
- **Average Deal Size** — Provides insights into deal value and the types of customers you attract.

Bottom of the Funnel KPIs — Revenue and Growth
- **Sales Revenue** — Total income from sales in a given period.
- **Sales Growth Rate** — How much your sales increase over time.
- **Profit Margin** — The percentage of revenue that remains as profit.
- **Customer Lifetime Value (CLV)** — Predicts the total revenue a customer might generate over their relationship with your business.

KPI's

Other Important KPIs
- **Customer Retention/Churn Rate** — Measure how well you keep existing customers.
- **Customer Satisfaction** — Surveys like Net Promoter Score (NPS) indicate customer happiness.
- **Sales Rep Activity Metrics** — Track things like calls, emails sent, and demos held.

10 Must have Skills of Sales person

10 Must have Skills
1. **Complete Knowledge and Understanding of Service and Product**
2. Sales persons are not only Suppliers but also "Advisers" — Understand The Requirements of Prospect and Provide Solution Top 10 Must have Skills of Sales person
3. Exact Prospecting — Make Sure To Only Invest Time on Prospect which are Align with Your Ideal Client Checklist
4. Be an Active Listener — Understand Client Requirements
5. Relationship Building — Rapport Building Techniques
6. Communication
   - Make Sure You're Speaking the Same Language
   - Know When To Listen
   - Be as Clear as Possible
   - Story Telling
   - Emotional Quotient
7. Negotiation Skills — If You have Negotiation Skills - You will close Leads Much Faster
8. Time Management — Must Understand the Importance Closing a Deal in Time
9. Objection Handling — How you handles the Persistence of Prospect
10. **Problem Solving** — **Using Your Knowledge to Achieve Your Sales Goal**

How to create your ideal customer list.

Tips	Description
Start with existing customers	Analyze your best clients – industries, company size, job titles of decision-makers, etc. This reveals common patterns.
Look beyond demographics	Consider psychographics such as pain points, goals, and what motivates their purchase decisions.
Use surveys & interviews	Talk to existing customers to get a deeper understanding of their needs and challenges.
Leverage online data	Research platforms like LinkedIn and industry reports to gather information about your target market.
Create buyer personas	Once you have the data, distill common traits into fictional representations of your ideal customers.

Negotiation

Negotiation is a discussion between two or more parties aimed at reaching a mutually agreeable solution.

Key Points
- **Goal oriented** — Negotiation isn't just chatting – there's a specific outcome everyone desires.
- **Give and take** — Finding solutions often means both parties make concessions.
- **Not just about price** — Negotiations can involve terms, features, timeline, and more.
- **Skill-based** — Good negotiators are prepared, persuasive, and understand leverage.

Top Sales Negotiation Skills

1. **Preparation**: Thorough research is essential. Know your bottom line, your ideal outcome, and your competitors. Anticipate your prospect's needs and potential objections.
2. **Active Listening:** Pay close attention to both what's said and what's not said. This helps you uncover their true motivations and potential areas for compromise.
3. **Value Proposition:** Clearly articulate the unique value your solution offers. Focus on solving their problems and achieving their objectives rather than on price alone.
4. **Creativity and Flexibility:** Prepare for the unexpected. Be willing to explore alternative solutions and find win-win scenarios.
5. **Confidence and Assertiveness:** Project confidence in your solution's worth. Don't be afraid to ask for what you want, but do so respectfully.
6. **Building Rapport:** Connection builds trust. Take time to establish a positive relationship before diving into hard negotiations.
7. **Emotional Control:** Stay calm and collected, even when facing pressure tactics. Don't get overly emotional or take things personally.
8. **Walking Away Power:** Know when it's best to walk away if the deal isn't beneficial for you. This shows you're not desperate and can strengthen your position.

Negotiation Steps

1. **Before Meeting:** Prepare Your Offer/Lower Limit (Know what you want from the negotiation).
2. **Know the Value of Your Product/Service:** Focus on USPs and showing value. If the product isn't focused on price, make sure to justify the worth of your product/service.
3. **Don't Be Rigid:** Make your prospect feel that you are thinking about them and ready to offer concessions.
4. **Add Value:** Don't just negotiate on price.
5. **Control the Negotiation:** Guide the conversation towards a win-win outcome.
6. **Talk Less, Act Slowly:** Don't agree instantly. Take your time to consider offers.

Objection Handling

A sales objection is a concern or expression of doubt a prospect has about your product, service, or the buying process itself.

Objections are a natural and expected part of sales. They indicate interest, but also highlight potential obstacles to closing the deal.

Take Objection as an "Oportunity" - Objection is Better than "Straight No"

6 Types of Objection	Client Responses
1. No Resources: BUDGET PROBLEM.	It's too expensive.
2. Features/Fit	It doesn't have the features I need / It's not the right fit for my business.
3. Competitor Comparisons	"Your competitor's solution is better/cheaper."
4. Timing	I'm not ready to buy right now.
5. Need	I don't see the need for this.
6. Trust	I'm not sure I trust your company/product.

Recommended Responses
- **Perfume with ROI:** "I understand price is a factor. While it I could show how our solution will save you a significant amount of time/money in the long run, making it a worthwhile investment?"
  Break it down: "Let's break down the price in terms of daily or monthly cost. Given the potential benefits, does that seem more reasonable?"
  Offer options: "We may have more affordable plans that still cover your core needs. Would you like to explore those?"
- **Get specific:** "Can you tell me more about the specific features you need? We might have them, or perhaps there's a way to achieve your goal using our solution in a slightly different way."
  Showcase value over features: "While we might not have that exact feature, here's how our solution excels at solving [prospect's pain point] which often generates even better results than [missing feature]."
  Be transparent: "You're right, we might not be the perfect fit for everyone. If a certain feature is absolutely crucial, it might be worth exploring other options."
- **Don't bash the competition:** "It sounds like [competitor] has some good qualities. I'm curious, what led you to consider our solution as well?"
  Highlight your unique value: "You're right, they do offer [feature]. However, we differentiate ourselves by [your key advantage over the competitor]."
  Invite comparison: "I'd be happy to put together a side-by-side comparison so you can see the differences clearly."
- **Find the underlying reason:** "I understand. May I ask what's holding you back? Is there a specific timeline you have in mind?"
  Create urgency (carefully): "That's fair. Are you aware of [industry change, competitor update] that may impact your business? It could be beneficial to address this sooner."
  Offer next steps: "Would you be open to a shorter follow-up call next month to see if your situation has changed?"
- **Ask about their goals:** "Can you share your current priorities or any challenges your business is facing?"
  Illustrate the pain point: "Many companies similar to yours often struggle with [problem your product solves]. Do any of those issues resonate with you, even on a small scale?"
  Plant a seed: "That makes sense. Would it be okay if I occasionally send you some helpful resources related to [problem]? No pressure to buy, just in case it becomes relevant in the future."
- **Offer proof:** "I understand building trust is important. Would reading customer testimonials, seeing a case study, or trying a free trial help ease your concerns?"
  Seek clarity: "Could you elaborate on what specifically makes you hesitant? I want to address any worries you have."
  Be honest: "We're a relatively new company. While we may not have a long track record, we're committed to exceeding expectations and are confident in our solution."

Advanced Techniques:

1: "The "Feel, Felt, Found" Method: Useful for price or skepticism objections:
- "I understand how you feel." (Acknowledge)
- "Others have felt the same way, but..." (Normalize)
- "...they found that [benefit] made it worthwhile." (Reframe with success stories)

2: Preemptive Objection Handling: Address common objections early in the sales process before the prospect brings them up. This demonstrates you understand their concerns and builds trust.

Situational Considerations:

1: The stage of the sale: Objection handling changes depending on where the prospect is in their buying journey. Early on, focus on building rapport and understanding needs. Later, address objections head-on to close the deal.

2: The nature of the objection: Some objections can be easily addressed, while others signal it's best to gracefully walk away if your solution truly isn't a good fit.

Mindset Matters:

1: View objections as opportunities: A chance to uncover real needs and deepen the conversation.
2: Stay calm: Objections can be frustrating. Breathe, stay professional, and don't take it personally.
3: Confidence is key: Believe in the value you offer. This confidence is contagious.

Improvements:

1: Document common objections: Create a list for your team with strong responses that have proven successful.
2: Role-play with colleagues: This is the best way to practice and refine your objection handling skills.
3: Track outcomes: Notice when certain responses work better than others, and adjust accordingly

Remember: Successful objection handling turns barriers into opportunities to build trust and demonstrate the value you bring.

Realistic Sales Target

Setting realistic sales targets involves a balance of ambition and data-driven analysis. It requires examining past performance, market trends, sales capacity, and your overall business goals.

1. Analyze Past Performance:
- Review sales figures from previous periods (year, quarter, month).
- Identify trends, successes, and areas for improvement.

2. Assess Market Conditions:
- Are there economic shifts or competitor moves that could impact sales?
- Are there new market opportunities to tap into?

3. Consider Sales Capacity:
- How large is your sales team? Are there plans to hire or restructure?
- What is your team's average close rate and deal size?

4. Align with Business Goals:
- What's the overall revenue goal the company needs to achieve?
- How does the sales target contribute to that larger goal?

5. Set SMART Goals
- **S**pecific: Clearly defined targets.
- **M**easurable: Quantifiable with metrics.
- **A**ttainable: Challenging but possible with effort.
- **R**elevant: Aligned with business goals.
- **T**ime-bound: Set within a specific timeframe.

6. Break Targets Down:
Instead of just one large target, break it into smaller ones (e.g., monthly, per rep). This makes it more manageable.

7. Be Flexible:
Regularly review progress and adjust targets if market conditions change drastically.

Example
Instead of simply aiming for "20% sales growth," a SMART target might be: "Increase sales of Product X by 15% in the Western region within the next six months."

You need to have previous data + Available Resources data to Craft a Perfect Sales Target.

Simple Sales Target Setting Table

Step	Question	ANSWER
1. Past Performance	What were your total sales last year?	$500,000
2. Growth Goal	How much do you want to increase sales by (percentage)?	15%
3. Target Revenue	What's the total sales revenue you aim for?	$500,000 + (15% of $500,000) = $575,000
4. Sales Team Capacity	How many salespeople do you have? What's the average amount each salesperson can realistically sell?	5 salespeople; on average, each salesperson can sell $10,000 worth of product per month
5. Timeframe	Over what time period do you want to achieve this target?	1 year (12 months)
6. Is it Realistic?	Does the target revenue seem achievable given your sales team's capacity and timeframe?	5 salespeople x $10,000/salesperson/month x 12 months = $600,000 potential sales (exceeds target). **YES, this seems realistic!**

How to Use:

- **Fill in the blanks**: Replace the examples with your own company's figures.
- **Be honest:** Use realistic estimates about what your sales team can typically achieve.
- **Adjust:** If the final target seems too high or too low in step 6, go back and change your growth goal or consider adjusting your sales team expectations.

Important Notes:

- **This is a simplified model**. Factors like seasonality or new product launches can also influence your targets.
- **It's always best to break down your target into smaller chunks:**
  - Monthly target: $575,000 / 12 months = $47,916 per month
  - Per salesperson target: $47,916 / 5 salespeople = $9,583 per salesperson per month

Mistakes in Sales

1. **Don't be too friendly % don't be too over smart, don't overpromise, Don't talk bad about Competitors - Know your bandwidth**
2. **Remember: You're there to solve problem not to sell(in-the-beginning) - Know their pain points and offer solutions**
3. **Know the right point of closing - Don't only focus on Information (Do Sell Too) - Sometimes delaying can lead to "No Sales" / Be prepared with offers.**
4. **Don't leave the meeting if the prospect is in doubt.**
5. **Know about services: Most of the services are Technical Expertise too. You should know about those.**
6. **Objection handling is a part of Sales - Don't feel under confident for that. / Prepare a follow up plan.**
7. **Don't sell to someone who don't need your product/service.**
8. **Negative mindset: Lacking belief in yourself or your product, leading to self-sabotage.**

How to avoid these Mistakes

Define your ideal customer: Create a detailed profile of your target audience.

Thorough preparation: Research prospects, prepare key questions, and anticipate objections.

Focus on the customer: Aim to truly solve their problems and add value.

Continuous learning: Take courses, read sales books, and seek mentorship.

B2B v/s B2C SALES

the key differences between B2B (Business-to-Business) and B2C (Business-to-Consumer)

Feature	B2B	B2C
Target Customer	Businesses	Individual Consumers
Decision-makers	Multiple Stakeholders	Usually One Person
Buying Process	Complex, Logical	Shorter, Often Emotional
Relationship Focus	High	Lower
Deal Size	Larger	Smaller
Sales Cycle	Longer	Shorter

Characteristic	B2B (Business-to-Business)	B2C (Business-to-Consumer)
Target Audience	Other businesses	Individual consumers
Decision-making	Multiple stakeholders (e.g., executives, department heads, IT)	Usually one individual (may be influenced by others)
Buying Motivation	Rational, focused on business needs, ROI, and efficiency	Often emotional, based on personal needs, desires, or brand appeal
Sales Cycle Length	Longer, can span weeks or months	Shorter, ranging from impulse purchases to considered buying decisions
Relationship Building	Crucial for long-term partnerships and repeat business	Less emphasis on deep relationships, more transactional
Deal Size	Typically larger contracts and higher price points	Usually smaller transactions and lower price points
Sales Approach	Consultative, focused on problem-solving and tailored solutions	Often persuasive, highlighting product benefits and addressing immediate needs

Sales professionals should prioritize these in B2B and B2C sales environments

Focus Area	B2B (Business-to-Business)	B2C (Business-to-Consumer)
Understanding the Customer	* Deeply research the company's industry, challenges, and goals. * Identify key decision-makers and their roles.	* Understand the individual's needs, motivations, and pain points. * Consider demographics and buying habits.
Building Relationships	* Invest in building trust and becoming a valued advisor. * Nurture relationships with multiple stakeholders. * Demonstrate long-term commitment.	* Establish rapport quickly and create a positive experience. * Personalization is important, but efficiency matters too.
Demonstrating Value	* Focus on ROI (Return on Investment). * Quantify how your solution solves their specific business problems. * Provide case studies and testimonials.	* Highlight benefits that directly address the consumer's needs or desires. * Appeal to emotions and connect with their aspirations.
Communication Style	* Professional, knowledgeable, and consultative. * Address complex needs and tailor your approach. * Anticipate and handle objections logically.	* Clear, concise, and persuasive. * Highlight advantages and create a sense of urgency (when appropriate). * Be responsive and accessible.
Sales Process	* Longer sales cycle with multiple touchpoints. * Formal proposals and presentations may be required. * Negotiation and contract management	* May be high-volume, with many shorter interactions. * Streamlined sales process with opportunities for upselling. * Focus on closing the deal efficiently.

Upselling, Cross-selling, and Downselling

Upselling

Encouraging the customer to purchase a higher-priced, upgraded, or premium version of the product or service they're initially considering.

Focus: Increasing the value of the purchase and revenue per customer.

Example: A customer is interested in a basic software package. You offer them a premium package with more features and better support.

Benefits of Upselling:
- **Increased Revenue:** Boosts revenue from existing customers.
- **Customer Satisfaction:** Matching customers with solutions that better suit their needs can enhance their experience.

Cross-Selling

Suggesting additional products or services that complement the customer's original purchase.

Focus: Expanding the purchase to include related items the customer might find useful.

Example: A customer buys a laptop. You suggest a protective case, external hard drive, or productivity software.

Benefits of Upselling:
- **Increased Order Value:** Grows average order size and overall revenue.
- **Convenience for Customers:** Provides them with a complete solution, saving them time and effort searching for additional items.

Downselling

Offering a lower-priced or less feature-rich alternative when a customer is hesitant to purchase due to price or concerns about their needs.

Focus: Retaining the customer and finding a solution that fits within their budget or addresses scaled-back needs.

Example: A customer is unsure about a high-end camera. You suggest a less expensive, entry-level model that still meets their basic needs.

Benefits of Upselling:
- **Prevents lost sales:** Keeps the customer engaged rather than losing them to a competitor or no purchase at all.
- **Builds Trust:** Demonstrates you're not just pushing the most expensive option, enhancing future loyalty.

Strategy	Focus	Example
Upselling	Higher-priced	Basic phone package vs. premium plan with
Cross-selling	Complementary	Buying a printer, suggesting ink cartridges
Downselling	Lower-priced alternative	Expensive software suite vs. a version with only essential features

Sales is about building relationships and solving problems. Are you ready to take your sales career to the next level?