

Promises fade away

Time and again sales people forget the TASK of fulfilling promises made to the client during a sale and as soon as payment is received the forgetting starts. A completed sale is not the end of the process it is a new beginning to the relationship with the client. A relationship when honored properly will be rewarding both monetarily and personally. A job well done that brings forth repeat business that more than satisfies the client's wants, needs, and desires while it enhances repeat business.

There is a question that begs an answer and that is how I can be sure as the sales person that I have more than satisfied the client. There is only one way to discover this answer and that is to call the client after the ownership exchange. The client must have a chance to use the product and or service to discover if the solution, product and service have fulfilled their wants, needs and desires. The phone call is never to be used as a tool to ask for more business or to discover if there is anything else that you can do it is all about the client and how their decision has affected their life. Once the client has disclosed that he or she is satisfied with the products and service then it is a fantastic and realistic time to focus on other things that may help the client now and in the future.

Once the client has offered their opinion and has assured you that the solution and product is a perfect fit it is now time to ask the client if you can do anything else for him or her. Do not forget to ask the client if there is another person that could benefit from you and your company. Ask the client to give him or her call. Asking for referrals is part of the business and a great way to advertise for all companies. Word of mouth is a very powerful ally to any and all businesses.

There is no time or room where a decision by the sales person where he or she develops a belief that someone else in the company will take care of your client to assure the client's needs, wants and desires have been delivered above their expectations. It is your duty to insure the client is more than satisfied with your discovery, solution, and implementation of your product and service.

Fulfill all promises made and then make one last promise and that is to be there for the client when they need or want more service. It is highly important that you do not let your promises burn out or fade away. Do not let your promises fade away into the night.