

Sal Scotto's Top 5 Sales Tips

1. The value of a name.

This may sound simple and it is, but more often than not, remembering and using someone's name is lost in the excitement of the moment.

Let me ask you a question. When was the last time you went out to dinner? You can likely remember the name of the restaurant, but can you remember your waiter's or waitress's name?

Dan!!! Dan was the name of my wife and my waiter yesterday. I was Dan's client. If I were to go back to that restaurant and ask if Dan was working, don't you think Dan would feel special if we returned? Additionally, he would be likely more inquisitive to find out who we were. Dan works at a busy upscale restaurant, interacting with many influential people everyday. Who knows if Dan may mention me and my new business to a potential client or maybe Dan could even be a new customer depending on my business...

But did Dan remember my name? Nope. Where Dan can grow is when we return to the restaurant, he could truly try to remember our name when he request him. Dan will soon realize that he may grow us into regular clients if he keeps using our names as he takes our orders and interacts with us. Thus building the restaurant business and gaining free marketing from all the people that we will tell about the wonderful and personal experience we had with Dan at the restaurant.

This maybe the single most important Sales point I can make. Using someone's name in any situation separates for a segment of time, you and the other person into an elevated moment, and can even recapture attention. Not just for business, but for any interaction. It's almost like a movie, where you give an actor (your client) permission to take the stage. They want to rise to the occasion. By using their name, a person now has ownership of that period of time in history.

2. Follow-up

If time is our most valuable asset, the more you give, the more you're probably going to receive. It's the purest currency that everyone shares equally. When it comes to following-up with friends, family or even clients each moment should be the purest form of what you're wanting to convey while being you at the same time. Remember, we're all in this world together and our growth is our personal purpose in this existence. By letting someone know via call, text, email, messenger pigeon or even stopping by the office...the more shared time you have, the more shared value gained.

3. Make a movie happen...start to finish.

Think of your clients as movie stars. They are the lead characters in the film that you direct. They have already accepted the role to act in your movie by entering your shop or inquiring about your business and you must guide their talent. The marketing for your business acted as the casting director to secure their talent for the role of client. Then, they showed up to your business, the movie set if you will. Next, you must guide them through the options and the path that you and they hope to achieve, somewhat like how a good director gives direction to the leads. The more support and care given to a client the better the outcome of your movie. However, you need to remember that you are still the director of that moment and you must keep in mind the grand vision of the full experience.

4. Being human.

Food, water, shelter...those are the three essentials to basic survival. Everything after is a bonus. We need to remember that. If our business is beyond the fundamentals, this should be celebratory and not focused on as a task. Helping someone in a fundamental way should be a positive feeling (for most). To be human is giving the helping hand in any moment that can really change the trajectory of a person's day, week, month, year or even life. That can be you and your business's doing.

5. This is your house, and you're hosting your client for dinner.

Imagine, you have friends over to dinner. When they arrive, you are fully prepared to host them with the wine decanted, a charcuterie board, a meal finishing in the oven, and the table is set to perfection.

When they arrive, you greet them at the door, take their coats, and invite them in to make themselves comfortable. Nothing is rushed. The pace of conversation and the cocktails are as fluid as a fish in water. You eventually invite them to sit at the dinner table for the meal that is ready at the exact moment you were prepared for.

After dinner is complete, you surprise them with one last thing...Dessert!!!

With both stomachs and hearts full, the night is coming to an end. You discuss your future plans and try to align them with your friends. Once acknowledged, it's time to go.

At that point you walk them to the door, gathering their belongings, and saying your farewells.

With a closing remark you let them know that you will call them in a few days, and with that, the moment in history is forever sealed.

Our businesses are our homes. There really is no difference in the process and the experience that of friends or family and the client that walks in.

Capture that moment!

If you enjoyed this piece and want to learn more about my work, please reach out at Sal.sdv@gmail.com.