



## **8 Field-Proven Tips to Increasing Your Sales Income By Bob 'Idea Man' Hooey, Author and Sales Success Coach Published in Software Sales Journal, October 2007**

*Most of us in the sales profession are driven by goals. We make some, and some are made for us. One of those goals is finding ways to increase your sales income and reduce the time demands in doing so. 'Work less and make more!' Is this a possible goal? 'YES!' One of the ways of doing that is in setting a goal of 'turning your one time customers into regular buyers' who come back again and again to buy from you. This is one of the best ways of 'increasing' your income.*

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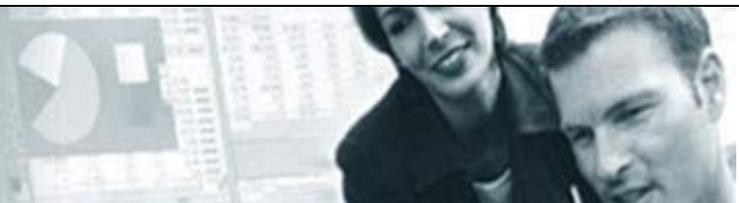
Finding ways to get your 'potential and current customers to buy in larger quantities' is a valuable goal as well. And of course, 'finding new customers and getting qualified leads and referrals' from existing customers is a valid goal too. Valuable too, I might add!

Here are some tips, which if applied, allow you to hone your sales skills and accomplish all these goals.

### **Become an Avid Reader (Sales Leaders Are Readers)**

There are only two essential ways to learn new things. One is through your own experience; the other more effective way is 'leveraged' learning through other people's experiences. Learning things on your own through 'trial and error' is very costly and time consuming.

There are very few things in selling that haven't already been done before. So why waste your valuable time and money 'reinventing the wheel?' Buy good books from 'indisputable sales experts' and dramatically reduce your learning curve and increase your earning curve.



'Sales professionals' are readers in search of new ideas, methods and training materials to equip themselves to better prospect, qualify, sell and then successfully build a long-term customer relationship. What ideas have you learned from someone else lately?

## **Have Fun Selling**

There are lots of ways to make money out there, so why not pick something you love? You also spend more time working than any other activity in your life, so why not enjoy the time you invest in the selling process? I love what I do in sharing my 'Ideas at Work!' across the world.

Don't think of selling as work. View it as enjoyable as any of your favorite family, leisure activities or sports. When you get really good at it – that's what happens anyway.

## **Attend Sales Training Seminars**

Don't wait on your company to train you. There is no better way to learn a skill than attending a seminar or selling boot camp by street smart, 'successful' sales experts. In addition to the incredible information being shared by your facilitators or speakers, you also have the opportunity to 'network' with other success-minded sales people in your industry; or in other ones where you can learn new ideas that might be transferable to your industry. 'This is a success secret!'

## **Delegate**

65-90% of your time should be spent meeting with prospects and customers – not doing administrative 'busy' work! Follow up and paper work are a part of the process. Check out my program on creating more time for the sales and marketing process.

## **Subscribe to Informative Newsletters.**

Subscribe to successful selling newsletters to keep up-to-date on hot new techniques and ideas for your business. There's nothing better than getting a regular helping of fresh hot new ideas and perspectives from experts on selling.

## **Have the Right Attitude about Selling**

The right 'attitude' about selling will carry you through, regardless of what challenges or obstacles are thrown in your way. Learning to view prospecting as natural and selling as an ongoing event, will make you a sales champion.

Building solid relationships that bring repeat business begins with the right attitudes. Even in the short-term, it is all about relationships.

## **Don't Make 'Excuses' for Your Lack of Selling Success**

Under-performers love to have a 'scapegoat' to blame for their failures or lack of achievement. If you talk to them it is always something – the economy, the competition, the product, or the price...anything outside of themselves and their lack of commitment or performance.



However, if you really want to become a successful salesperson, you have to realize that your success, or lack of it, is totally 100% your responsibility! 'Take personal leadership and take steps to succeed.'

### **Welcome Your Mistakes as Learning Opportunities**

Everyone makes mistakes. Very few salespeople correct them. Unfortunately, many salespeople keep committing the same errors over and over again, in the sales process because they never take the time to sit down and learn from their mistakes. Don't spend your time worrying or feeling victimized by mistakes. 'Instead spend 99% of your time thinking about a solution, as do the sales superstars!' It works!

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*Bob Hooley's "Ideas At Work!" have been successfully applied by thousands of sales professionals across North America. He is the prolific author of 10 books; including "Creating Time to Sell, Lead or Manage" and his articles appear in North American consumer, on-line and trade journals. Bob is also the creator of Secret Selling Tips to equip and motivate sales professionals to grow and succeed in the selling game. For article feedback, contact Bob at [bob@secretsellingtips.com](mailto:bob@secretsellingtips.com)*

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