



Get product sales rolling!

Do you break out in a sweat when it comes to selling products? You don't want to impose anything on your customers and are far too reserved? That doesn't have to be the case. Because your customer is happy to receive competent advice. You too can sell successfully, you just have to take a different perspective.

Fears when selling are normal, we just don't like to talk about them. In addition, the image we have of sales is often negative: you don't want to pressure your customer into buying a product. You don't want to pressure him to book with you. You want your customers to flock to you. But that rarely works, especially not with consulting-intensive services.

There is good news

You're already a great saleswoman without even knowing it. You have great products that not only meet your customers' needs but exceed them. Selling is just a method you can learn. You help your customers beautify or improve their lives. There are ways to sell without seeming like an annoying saleswoman, but instead, make your customers feel grateful to buy products.

Modern services

We live in a time where your customers are informed about products and services. Every competitor is just a click away. All products and services are interchangeable, what matters is you, your impact, and the presentation of your products in the institute. Your well-groomed appearance and an inviting cosmetic institute help your customers feel comfortable and trust you.

New Mindset

Switch off the thought “The customer won’t buy anyway.” Change your attitude and become an optimist. This is what your sales roadmap should look like:

- You have a strategy. You proceed in a planned manner.
- You know the questions that are necessary to identify the needs of your customers.
- You know that the more you learn about the customer, the better you can empathize with them.
- You introduce him to the products.
- You offer your customer more than he expected.

4 tips to make the sale successful:

1. Be optimistic: You don't impose anything on customers, you make their lives more beautiful with your expertise.
2. Be authentic: Be real. Your customers appreciate this and believe you.
3. Be thoughtful: A beautiful product presentation and good storytelling are important.
4. Be confident: Don't let yourself be put off. Even a no from the customer can be an opportunity.

With these 4 tips for successful sales

Look at the topic of sales from a different perspective. You don't impose anything on your customers, but through your sales advice, you make your customers' lives brighter and more successful.

You have many hours of training and professional experience. This is a very high value that you offer your customers. Thanks to your excellent knowledge, you can offer your specialist knowledge, coupled with your know-how, to your customers.

If you follow these tips, you will successfully sell your products and increase sales:

1. Create a stage for your products

Bring your products to the fore with displays and product stands. Ensure perfect product presentation from the shop window to the point of sale, where your customer has direct contact with the products.

The context in which you present your products at the various touchpoints influences your customer. By designing your products emotionally, you can arouse the interest of your

customers, who will then ask questions about the products. Customers appreciate being able to look at, touch and get to know the products at the point of sale before making a purchase decision.

Tip: The clearer the presentation, the more impressive. Caution: With too much decoration and knickknacks, the risk of overstimulation is too great.

2. Treat your customers like a good friend

Your customer buys emotions. First of all, the good feeling that you give them as a person. Only then the emotional benefit that your products bring. Only honest feelings have a positive effect. Be authentic and honest. The more relaxed you approach the topic of selling, the easier it will be for you. Get into your customer's mind.

3. Storytelling – creating beautiful images

It makes a difference whether you sell the cream so that your customer regularly applies cream to his dry skin so that his wrinkles are no longer so visible. Or whether he buys a “special glow cream”. So a very special cream with vitamins from the algae from the lagoons of the Bermuda Islands, which provide moisture and make dry skin look younger, fresher and more radiant with active ingredients. The more concrete and colorful the image in your customer's mind, the more likely they are to buy the product.

4. No – an important word

You have taken everything into account, you have presented the products to your customer excellently and now you want to conclude. Now your customer says: No. In such a situation, I recommend reacting calmly and paying attention to facial expressions and gestures and, above all, not reacting offended. You can also ask open-ended questions: What do you mean? What are you comparing the product to? This way you can find out what your customer wants. Always understand an objection as a desire to buy. Objections are often a good basis for argumentation and offer a strong opportunity to sell your products.