

AJG Direct Offers Sales Tips For “Non-Salesy” Types

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[AJG Direct](#) understands how important sales are for any business and every entrepreneur. However, many entrepreneurs do not enjoy sales, so the firm has offered their tips for non-salesy types.

About AJG Direct: <http://ajgdirect.co.uk/about-us/>

“Entrepreneurs need to be great salespeople. In order to grow a business you have to be able to sell,” advises MD [Paul Gillett](#) at AJG Direct. The firm’s Managing Director goes on to highlight how regardless of the type of business an entrepreneur runs their day-to-day business will involve influencing others. Paul Gillett believes that the better a person is at this, the easier it will be to get more customers. However, Paul Gillett understands that many entrepreneurs struggle with sales and offers some advice to these non-salesy types:

Be helpful

A person who is great at sales shows that they understand how important it is to be as helpful as possible to prospects and customers. “By providing value this means you will stand out from the competition,” highlights Paul Gillett at AJG Direct. He suggests finding ways to make prospects’ lives easier including offering expertise to guide them in making good decisions.

Focus on relationships

The idea isn’t to close a sale, it’s to open a relationship, highlights AJG Direct. Consumers don’t want to deal with a company that is only interested in getting into their wallets. Entrepreneurs must focus on something more than just winning the sale. Build rapport with the prospects, get to know them and let them get to know the brand. People buy from those they know, like and trust.

Establish your online presence

Businesses need a strong online presence in order to interact with their consumers online. It’s important to understand where clients hang out, outlines MD Paul Gillett at AJG Direct.

Determine your brand's purpose

Without effective branding it’s easy for a brand to blend into the background. The most important part of building a strong brand is determining a brand purpose. “You must stand for something bigger than your product or service. It’s not about what you do, it’s about why you do it,” outlines the firm.

Understand your audience

Entrepreneurs need to understand who they’re trying to sell to. Many people make the mistake of rushing directly into the sale without really understand what their prospects want and need. Take the time to understand and get into the minds of prospects, highlights Paul Gillett.

AJG Direct is an outsourced sales and marketing firm based in London. The firm specialise in personalised direct marketing techniques on behalf of their clients. By connecting with consumers on a face-to-face basis the firm are able to encourage long-lasting and personal business relationships between brand and consumer. This often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

AJG Direct encourage their self-employed contractors to develop sales skills and offer optional workshops to help them to make these developments.

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AJG Direct

E. london@ajgdirect.co.uk

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