

Atlas Outsourcing offers sales tips to boost the industry's reputation

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With sales techniques developing beyond a pushy salesman with a clipboard, [Atlas Outsourcing](#) has revealed their tips for using sales to improve the customer experience and boost the reputation of your brand.

Atlas Outsourcing have noted how people often have a preconception of sales and salespeople in their minds and this is often a negative preconception. Managing Director, Matt Stewart points out 'sales appears to have become a dirty word', however he reminds businesses that without salespeople bringing business through the door, a company will not succeed.

About Atlas Outsourcing: <http://www.atlasoutsourcingltd.com/about-us/>

The firm state how all businesses should aspire to change people's perception of sales and believe that the way to do this is to offer a sales experience which is truly positive for the consumer. Atlas Outsourcing aim to do this through their personalised interactions with consumers. The firm outline how they connect with consumers face-to-face which allows their salespeople to form strong and personal bonds with consumers. By really getting to know each consumer as an individual, Atlas Outsourcing are able to provide them with the best product/service for their requirements, making it a positive experience for everyone.

Here, Atlas Outsourcing has revealed their top tips for boosting the reputation of sales and making your brand's sales experience one that consumers truly enjoy:

Do your research

Atlas Outsourcing recommend starting by learning as much as you can about your industry and the people in it? "The more you know, the better you'll be able to present your product when the time comes," highlights Matt Stewart.

Get in front of prospects

It is vital to first identify those who need what you're offering, state the firm. Find out where they are and target sales efforts effectively.

Listen more than you talk

Successful sales will not start with pressuring a reluctant customer into buying something they have no need for. To get better results, ask questions about the prospect's problems and really listen to their needs. Then it will be easier to position yourself effectively, outline Atlas Outsourcing.

Get into the customer's mind

It is important to personalise your approach to suit each individual prospect, not a one-size-fits-all attitude. Atlas Outsourcing recommend spending time getting to know their personal priorities and professional preferences, followed by what they're looking for when they consider products like what you're offering.

Create the demand

Customers will buy products if they are sure that product will help them solve a problem – and do it quickly and easily. The firm advise salespeople to show how their product or service will make life easier for the prospect.

Follow up

Don't pester the prospect, but regularly check in with them to find out what they need. "You don't want them to forget about you," states Matt Stewart of Atlas Outsourcing.

Accept rejection gracefully

Rejection is – and always will be – part of business. "The sooner you move on, the sooner you'll make another sale," adds Mr Stewart.

Atlas Outsourcing is an outsourced sales and marketing firm based in Nottingham. The firm are direct marketing specialists who develop personalised campaigns on behalf of their clients' brands to take directly to consumers. By connecting with consumers via [face-to-face marketing](#) the firm are able to

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establish 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.

Atlas Outsourcing pride themselves on their personalised sales approach and believe their strong product knowledge and unique marketing style leaves consumers feeling positive about the sales experience and returning to the brand again and again.

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