

## Blue Moose: Sales Advice You Really Can't Afford to Miss

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With sales being without a doubt - one of the most valuable skills for a professional to master, [Blue Moose](#) has outlined some key tips professionals can't afford to miss.

About Blue Moose: <http://wearebluemoose.com/about-us/>

Blue Moose are sales and marketing specialists; they are confident that everyone regardless of trade can benefit from enhancing their sales skills. Entrepreneurs especially can benefit from fine-tuning sales skills and will streamline processes on their journey to success in any industry.

Blue Moose share their top tips that are guaranteed to enhance sales skills:

**Start by selling in person.** To observe a person's unfiltered reactions to a presentation or product, a 4D experience is essential to fine-tune the approach that can be adjusted accordingly. Customers are honest about service and to maximise business opportunities, brands should engage as much as possible to gain a good knowledge of the target market.

**If you undervalue a product, people will use it less.** People place value on an investment, therefore are more likely to use something that costs more. Tests that challenged price vs engagement on identical products showed increased rate of use relative to price.

**Adopt a "buyer's mentality".** In business it is ok to name drop to add value or spark interest in a business prospect. Changing the sales approach to show advantages of association with a brand can help sales representatives get a foot in the door.

**Don't oversell.** Entrepreneurs should choose to develop a product that offers a few great features as opposed to holding a larger range of average features that will be rarely used. This will help in securing a higher selling price that offers value.

**Immerse hires in success.** Offer new recruits the opportunity to observe high rollers as this helps them imagine their ability to succeed. Creating an accountability buddy based on strengths and weaknesses is a great way to improve an individual's performance naturally.

Blue Moose is a [unique and innovative direct sales agency based in Newcastle](#). The firm specialises in personalised marketing campaigns on behalf of their clients' brands. By connecting with consumers on a face-to-face basis, the firm are able to 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.

Blue Moose look to encourage their contractors to improve internal skills including specialised sales skills. The firm host voluntary regular workshops designed to target specific areas of personal development. The emphasis is on enhancing skills that will benefit entrepreneurs on their journey to success.

For more information follow [@BlueMoose](#) on Twitter and 'like' them on [Facebook](#).

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