Toni Stewart Shares Her Sales Insights at Recent Industry Event

Friday 19 June, 2015

After a hugely busy few months for Fortitude Plethora Ltd, Toni Stewart has continued her success within the industry by being invited to speak at a much anticipated sales and marketing event. The Managing Director of Fortitude Plethora spoke on how to improve sales skills and offered her expert advice.

About Fortitude Plethora: http://www.fortitudeplethora.com

Fortitude Plethora attended an important leadership event for new leaders and business owners on Sunday 14th June at Manchester Central Convention Complex. The venue is based in the heart of Manchester, making it easy to travel to by rail or even plane, with regular flights from London landing at Manchester airport. The large venue has 2 central halls, an exchange hall and several large meeting rooms making it ideal for an event such as the leadership event where business owners and their crews travel to attend.

Fortitude Plethora have experience great success recently with a huge recruitment boost leading to important business growth and record breaking results for the firm. Managing Director, Toni Stewart was even granted special praise for her success at the recent industry awards and was invited to speak at an important event in Portugal.

Due to her success in the sales and marketing industry, Toni Stewart was invited to speak at the leadership meeting on the topic of sales skills. The topic is crucial to all entrepreneurs because they have to have a strong selling ability in order to succeed. Here, Fortitude Plethora has outlined some ways to improve sales skills:

Understand how customers buy
These days, there is a lot of competition and customers can no longer make an easy decision as to where to shop or what to buy. Thus most customers need to do some research and learn more first. Salespeople need to understand their customers' point of view and provide them with the information they would want if they were in their shoes.

Define the steps of your sales process in customer terms
Understanding buying is where selling should start. Get very clear and specific about the steps customers take as they move through their buying process. Replace the "sales process" labels with "customer actions," which then become the objectives for the team when they call or meet customers.

Provide coaching early in the sales process; avoid last minute interventions
Outline the sales process to every member of the team and ensure they are following it. This will mean happier customers and less need for a manager to step in and offer last-minute discounts in order to please the consumer.

Fortitude Plethora is an outsourced sales and marketing firm based in Manchester. The firm specialises in a personalised form of direct marketing where they work on behalf of their clients' brands to increase customer acquisition, brand awareness and brand loyalty. The firm works closely with their clients to establish their target markets and then takes personalised campaigns directly to these consumers via face-to-face marketing methods. This helps to create long-lasting and personal connections between brand and consumer.

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