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## **TIPS FOR SELLING SERVICES**

Selling complete solutions will always be more productive than just selling line item printed products. So the question becomes, how to best sell the services you offer along with your products.

Focus on the outcome, not the process. Instead of listing the nuts and bolts of your services, help the customer see how their day will change with your system. Show them what it will do for them and how it will make their job easier.

Listen. It can be your most important skill. Start a conversation and let the customer tell you about their frustrations and problems. Then demonstrate that you understand and have unique solutions tailored just for them.

Sell the solution. Now that you understand their needs you can show them your customized solution rather than some canned package that only partially fits their needs.

Use every interaction as an opportunity to build trust. Trust is everything when selling services. That's why listening is so important. It shows you care and really understand their situation.

You don't have the solution to every problem. Declining to sell products or services that are not needed or you don't do well will build trust and pave the road for future opportunities.