Definition

In-person sales occur when you are working directly with the client at an individual level. Traditionally, in-person selling was defined as face-to-face meetings onsite. With modern technology, other methods of communication are included in the definition. This selling takes place in-person, or through methods of direct communication, including:

- Sales Calls
- Face Time
- Meetings
- Retail Settings

With each method of in-person sales, the focus is

- Retail Settings lients.

Tie the Information to Customer Values

By this time, you should know what your customer values based on the demographics and interactions. Any information that you have should be framed with these values in mind. For example, tell stories about how the product saves money or benefits families better than the competition.

Evidence, such as customer comments or trials, will help convince customers that you speak to their values and will provide for their needs. Any information that relates to values should be packed into your presentation.

The buying process should be as simple as possible. Take the time to examine possible barriers to sales and discover ways to simplify the process. Each business and customer need is unique, so take a careful look at your business and compare it with similar organizations. Ways to simplify the sales process include:

- Payment methods accepted

Make the Process Easy