## EFFECTIVE COMMUNICATION AS PART OF SUCCESSFUL SALES

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Successful sales are not only based on the customer liking the product and sympathizing with the sales person, but also on effective communication. Effective communication is vital for building long-term relationship and trust with your potential buyer. Therefore, communicating skills have an effect on how much and how quickly you sell and on the price you can establish. This, obviously, accounts for the relevance of the topic under consideration.

So, how can a seller stand out from the rest? Our work aims to answer this question.

MAKING AN ADVERTISMENT

One of the main parts of sales is advertising. The first step in making an advertisement is writing. To create a successful advertisement, a salesperson should:

* Use an attractive catchphrase, and make it no more than 6 or 7 words. Use the following devices: rhyme, alliteration, humor, a play on words, creative imagery, metaphor, a personal pledge.
* Know the customer. Remember that kids tend to divert their attention, so you have to grab it on multiple levels (color, sound, imagery). Teenagers respond to humor and trendiness of information. Adults will first of all value the quality and sophistication. [1]
* Try to foresee the customer needs and wishes.[2]
* Make the advertisement appropriate for all the times.
* Include all relevant information. Provide the consumer with everything needed: location, phone number and website, if possible.

The second step is designing an advertisement.

* Find an unforgettable image.
* Differentiate your company from competitors.
* Design a business logo.

The final step is testing an advertisement.

* In case of on-line advertising, direct customers to different URLs on your page. Use different pages on your ads and watch what pages are visited the most to understand what ad is working the best.
* Measure the overall response to your ad. [3]

SALES VIA THE INTERNET

Effective communication is very important not only in case of direct contact with your customers but also when you are connecting with them on-line.

When carrying out sales through the World Wide Web, the seller should remember some principles of making communication with the customer efficient:

* Put information about your product in a brief form, but give an opportunity to get more detailed information (put in under cut).
* Grab the attention on important aspects by changing the formatting and appearance of the text.
* Promote your product's desirability by adding images.
* Feature different benefits in your headline.
* Make some special offers to convince customers to buy right now!
* Pay attention to usability of you web-site.[4]

Direct SALES

In sales you often have to speak directly to the customer. In this case effective communication is especially important.

To encourage the customer to buy the product or service, it is essential to follow the rules listed below:

* Feature different benefits in your headline.
* Make some special offers to convince customers to buy right now!
* Pay attention to usability of you web-site.
* At the beginning introduce yourself – give your full name and the name of the company you are working for.
* Be relaxed and try not to use a lot of special (technical) words – make your speech understandable.
* Explain your products and services in terms of the problems they solve.
* Speak with enthusiasm. [5]
* Don’t forget to smile, address personally to the customer, and use your body language.
* In case of B2B sales, make obvious that you are aware of the company of the customer.
* Make pauses throughout your presentation to let the customer rest. Once you have already described one subject, pause for five seconds before going on to next topic.
* After the presentation it’s obligatory to say thank you to the potential customer and shake hands.

In direct sales the following persuasive techniques can be used to increase the sales:

* Charisma. Sometimes to persuade people it is enough just to be strong and confident.
* The Big Lie. The Big Lie is telling a complete falsehood with such confidence and charisma that people believe it.
* Euphemism. Tries to put the audience down in order to make an unpleasant reality softer.
* New. Most people believe new things, thinking that they are better than the old ones.
* Rhetorical questions. These are questions made to get us to agree with the speaker. Rhetorical questions are used to build trust and alignment before the sales pitch.
* Scientific evidence. Most people believe scientists.
* Simple solution. Make customer believe that your product will solve their problems.
* Loaded Language: uses words with strongly positive or negative connotations to stir people's emotions.
* Glittering Generalities: this technique uses important-sounding "glad” words ("good," "honest," "fair," "best") that have little or no real meaning. These words are used in general statements that cannot be proved or disproved. [6]

Presenting your product

Nowadays presentation is a rather popular way to sell products. With a view to making any presentation effective and increasing sales the seller should know some tips and tricks of successful presentation. It is appropriate for the sales man to resort to the following methods:

* Use a single sentence description for every product.   
  Short headlines help the audience categorize the new product. It should be considered that listeners need to see the big picture before the details.
* Introduce the Antagonist. Creation a villain that makes the audience rally around the hero — the product — is a very efficient method. A «villain» doesn’t necessarily have to be a direct competitor. It can be a problem which needs a solution. Setting up the problem opens the door for the hero to save the day.
* Focus on Benefits. During the presentation potential buyers are asking themselves one question: Why should I care? Nobody cares about the product, they only care about how it will improve their lives. So it is important to make the connection for the customers, let them know all the benefits your product can bring.
* Observe the Rule of Three. Don’t make long lists. Psychologists proved that audience is only able to hold three or four points in short term memory.
* Make your slides more visual. Use more illustrations and photographs. Don’t put more than 6 lines of text on one slide. And do not read out everything that is on it.
* Use words that are clear for every customer. Jargon and different kinds of terms can make any speech inefficient. Only after understandable explanation good seller will make some additions if something requires clarification. It’s necessary to give examples and make analogues so that listeners could clearly understand what does different numbers and figures mean.

It is a common fact that the way of speaking, acting and looking influences the feedback you get from your customer. Awareness of persuasive techniques is crucial for successful communication and, ultimately for sales.

In today’s highly saturated market, tough competition becomes the reason for many companies to crash. To survive in the severe market conditions, it is necessary to implement the above-mentioned principles of effective communication. [7]

Resources

1. *Jewler, A. Jerome, Drewniany, Bonnie L*. Creative Strategy in Advertising. Seventh edition. Belmont, Wadsworth, Thomson Learning Inc., 2001.
2. Интернет адрес: http://www.wikihow.com/Create-an-Advertisement
3. Интернет адрес: http://www.briantracy.com/blog/sales-success/how-a-top-sales-person-qualifies-the-prospect-effective-communication-listening-skills/
4. Интернет-адрес: http://www.entrepreneur.com/article/79002
5. Интернет адрес: [http://www.forbes.com/fdc/welcome\_mjx.shtml](http://vk.com/away.php?to=http%3A%2F%2Fwww.forbes.com%2Ffdc%2Fwelcome_mjx.shtml)
6. *Corbett, Edward P.J.* Classical Rhetoric for the Modern Student. Third edition. New York, Oxford, Oxford University Press, 1990.
7. *Carmin Gallo*. The Presentation Secrets of Steve Jobs: How to Be Insanely Great in Front of Any Audience, McGrow Hill, 2010.