Do You Know How To Sell? 89 Sales Tips to 'Sell It Like Serhant'

I train people to be successful at sales. It doesn't matter what you sell: If you're willing to learn, I can teach you to be successful at sales. Salesman Ryan Serhant agrees. Ryan says he can teach anyone sales: and he's proving it on his new show Bravo show, Sell It Like Serhant. Here are Ryan's top sales tips for sales success by episode. Season 1



The sale starts with 'Hello': thEpisode 1: All Bottled Up - Wine salesman who is not comfortable selling

1. Upselli: Learn the importance of prioritizing the sale and upselling potential buyers.
2. **Prioritize**: What makes you the most money?
3. Show Value: Explain why your product is useful.
4. Make a Personal Connection to People: Tell stories, don't just give information.
5. Listen for Cues: Stop talking and start listening to what your prospect is saying.
6. Ask Questions to keep the sale: Make a sale at every opportunity.
7. Visual Cue: Use your product as visual cue.

Episode 2: Wax On, Wax Off - Waxing salon saleswoman who's embarrassed

8. Understand: Understand your product.
9. Comfort: Always make your client feel comfortable with what you're selling: that's what they're buying into.
10. Demonstrate What You Sell: Show how to use the product you're selling.
11. Empathize With Clients: Put yourself in their shoes.

12. Master All Facets of Job: Learn the facts - everything you can about the prodcut you're selling.
13. Soothe, Distract, Comfort, Change Subject, Shock, Assert Value: Use different tactics to sell.
14. Sell With Confidence: You're selling to people who want or need your product.
15. Turn Your Fear Into Your Fire: Use your fear that holds you down to fire you up to move forward.
16. Talk to Strangers: The ability to talk to anyone, about anything, is sales.

Episode 3: Coming Unhinged - Custom kitchen and cabinet sale

17. Hook: A phrase you use in the first 10-30 seconds that convinces your prospect that you know what you're talking about.
18. Stories Sell: Tell a story that explains turn.
19. Know Your Product: Do your research so you can show that you know your stuff.
20. Compliment: Make a connection and start the conversation with a compliment.
21. Connect With client: Ask questions to build a relationship.
22. Close the Deal: Have pricing and all relevant information and contract with you so when your prospect is ready to buy, you can close the sale.

Episode 4: In Big Tub-ble - Hot tub sales

23. Be Enthusiastic With Your Customers: Make people trust you and be excited about your product.
24. Inhabit the Fun That You're Selling: Steve Jobs said it best: People don't know what they want until you show it to them.
25. Ask Questions: Learn about your prospect so you can solve their problems.
26. Sell the Experience: Your customers want the benefit your product delivers.
27. Tell a Story: Make the connection and build a relationship.

Episode 5: Apartment Rentals: A broker's drive

28. Ask Questions: Ask clients questions about themselves.
29. Don't Pressure People: Its not about one quick deal, it about building a long-term relationship.
30. Don't Waste Time: Listen to when the client says no.
31. Show Enthusiasm: Be energetic.
32. Don't Be Pushy: Be friendly and helpful not aggressive.
33. Have Fun & Engage With the Customer: Demonstrate you enjoy your job.
34. Don't Chew Gum: It comes across as rude.
35. Be Creative: Solve their problem.
36. You Need to Be Fully Committed: Be invested in the career you want.
37. Don't Be Afraid to Be Selfish In Order to Advance: Otherwise people are going to walk all over you, and you're going to

work for all people the rest of your life.

38 Live a better life for yourself, so you can live a better life with everyone else. n

Episode 6: Dress Sales: Hanging by a thread

39 Ask 2-3 Introductory Questions: Create a Match Between the Buyer and What They're Buying: Ask questions to find out what they want.

40 Help Customers Choose Best Options: Show your expertise.

41 Always Start With a Positive: Start with a compliment; address customer's concerns in helping them make the best choice.

42 Curate Options: Create the perfect match - stay with the customer and give them limited choices that meet their needs, don't just show them everything.

43 Encourage the Sale: Know your product, stay high energy and lead them to a good choice.

44 People Purchase Enthusiasm: Show your passion for your product.

45 Smile and Make Friends: Make a 120 second friend.

46 Don't Pin Too Many Hopes On One Customer: Sometimes you have to know when to move on: speed selling.

47 Demonstrate Confidence: Show you are a sales pro with expert knowledge of your product.

Episode 7: Boy's Club: #MomBoss Only woman at a Commercial Real Estate Brokerage

48 Power Broker Face: Don't be too nice!

49 Show Off Your Experience: Don't be modest.

50 Be Powerful and Confident: Believe in yourself, but don't take everything personally. It's business.

51 Speak With Conviction: Demonstrate you know your business.

52 Don't Use Words of Weakness: Don't say 'um' or 'probably' - bite your cheek or something. Enunciate your words.

53 Brag About Your Successes: Sell yourself to your prospect.

54 Compliment the Space: Prove you understand how the property can be marketed

55 Ask Questions: Show an interest and willingness to learn.

56 Think of Best Use: How would you maximize their investment return.

57 Don't Overpromise: Manage expectations, under promise and over deliver.

58 Turn Negative Thinking Into Positive: Turn an objection around and use it to demonstrate your value.

59 Reference Your Company: Show you have a team behind you supporting your work.

60 Handle Rejection: Accept, and recover.

61 Develop a Social Media Presence and Brand: Target your audience. Show who you are and how awesome you are: don't be all business.

62 Be Proud of the Real You: Show who you are and why people should want to work with you.

63 Look the Part: People make up their mind about you within the first 5 seconds of meeting you.

64 Own Your Space: Take up as much physical space as the men.

65 Own Your Compliments: Accept compliments.

66 Don't Be Desperate, Be Hungry

Episode 8: Pore Sales: How to sell scrubs and lotions

67 Eye Contact: Make eye contact to connect with your prospect. It makes you the alpha in the relationship and ygain credibility.

68 Sales is About Connecting: When you have a wall up, no one can connect with you.

69 Provide Product Details: Know the features and benefits that sell your product.

70 Don't Say 'I Don't Know or 'Sorry' or 'I Guess': No social crutches when you're uncomfortable or self-concious.

71 Stand With Confidence: Don't hide your hands, point your feet ahead.

72 Don't Over Apologize: Make eye contact.

73 Know Your Product: Understand how your product is made, even if you can't make it yourself.

74 Buyers Love Unique Products: People want things they can't make or get easily.

75 Demonstrate the Value: Tell prospects why your product is a good deal.

76 Show Enthusiasm: Get excited about your product, show confidence in why your product delivers.

77 The Sales Starts with Hello: The first contact starts the sales process.

78 Own Your Domain: Touch everything in your domain so you "own" them: own your enviromnenbt.

79 Don't Apologize: Women over-apologize.

80 Do The Smile Test: Put a pencil in your mouth and bite to teach your muscles to smile.

81 Be Comfortable Physically: Run your hands under cold water so your physically more comfortable: it lowers your body temperature so you don't have a sweaty palms.

82 Power Pose: Stand strong, shoulders back, head up and assume a pose of primal powership: I Am Powerful!

83 Don't Ask Closed-End Questions: Never ask a customer a question they can say no to.

84 Give Customers a Wow Moment: Do you want to be wowed?

85 Push Both Options: Demonstrate the value of all your products.

86 Compliment the Buyer: Make the customer receptive to you.

87 Steer Toward the Right Product: Lead the customer to the product that is best for them.

88 Engage: Make conversation and keep the conversation flowing.

89 Ask Questions: Solve their problem!

I can teach you to be successful in sales: IF you are willing to listen and learn. My

international best-selling book The Sales Assassin is available on Amazon:https://www.amazon.com/Sales-Assassin-Master-Your-Black/dp/0996269304