

GREAT SALES & MARKETING TIPS FOR HOME STAGERS

1. **Listen:** God gave you one mouth and two ears. Let that dictate how much you use both.
2. **Stay in Touch:** Make a decision to contact all your past clients at least once a month.
3. **Differentiate Yourself:** Why should someone buy from you? What makes you different from everyone else?
4. **Control Your Mind:** Whatever helps you stay positive is what you need to do first thing in the morning and the last thing you do before you see a client.
5. **Get Rid Of Negative People From Your Life:** Now, that might be somewhat difficult if you are married to them, and I am not advocating divorce but you need to surround yourself with a solid group of positive, big thinking encouragers.
6. **Think Big:** For heaven's sake see the potential within you.
7. **Stop "Trying":** "Trying" to do something is a cop out. Either do it or don't, but stop lying to yourself.
8. **Create Special Offers:** No matter what you sell, you can create a special offer which will put you in a favorable light in the eyes of potential clients.
9. **Write A Special Report:** What problem do you solve for people? Write a 10 pages report, offer it to your website visitors for Free and your telephone will ring off the wall.
10. **Use Contact Cards:** A contact card is a postcard that is printed on both sides. One side has your picture "A Note From..." and your contact info. Keep 20 of them on you always with postage stamps already on them. After each consultation or client meeting, jot a note to that person, drop it in the mail box. You will create a positive impression.
11. **Write A U.S.P.:** A U.S.P. stand for Unique Selling Proposition. What is your number one competitive selling advantage? It should be brief, exciting and should compel people to want to know more.
12. **Realize That Your Past Clients Are Gold:** You will starve if you have to continue to find new customers. Repackage what you offer and visit them again and again and again.
13. **Deliver Fast:** Society is impatient. People will not put up with slow delivery.
14. **Got Nuts With Follow-up:** I'm serious, you will never offend someone by sending a "Thank you" note. It will tell them you value the relationship.

15. **Hand Address Envelopes.** My research and that of other experts indicates a significantly higher percentage of mail is opened and read if it's hand written.
16. **Be Confident:** If you have confidence in yourself, your company, people will have confidence in you. If they have confidence in you they are much more likely to buy from you.
17. **Get Related Quickly:** Establish rapport with people quickly by finding something that relates the two of you. It could be a hobby, a common interest, faith, children but find something.
18. **Ask More Questions:** People want to know that you understand what they are going through. Why not ask twice as many questions on your next consultation and see what happens.
19. **Get Noticed, Be Remembered:** Get interviewed, write a book, a booklet or a report. Produce a tape, give a speech or debate. Become known.
20. **Use The Power Of Because:** Every time you talk about or describe a benefit to your potential client of your home staging services be sure to tell them why it is important to them.
21. **Keep Your Clients Happy At All Costs:** If you fail in this area you will fail to build the greatest assets and that is a client base that trusts you.
22. **Develop And Keep A Positive Attitude:** I know of very few statues erected to "cynics and critics". Get happy! Read a good book or listen to an inspiring message.
23. **Be professional:** Forget begging for business.
24. **Sell To Help:** People don't care how much you know until they know how much you care. Get your eyes off your bank balance and onto their problems.
25. **List 10 Things you Like About Yourself:** Work on building your self-esteem. Sometimes it's so easy to focus on all our flaws. Give yourself a break today.
26. **Set A Goal For The Year:** What's one thing you would really like to accomplish in your business this year? Write it on a small card and carry it with you where ever you go.
27. **Be Unique:** Do something different.
28. **Get Funny:** So many people are so uptight. Relax! Let your hair down. It is a powerful sales tool. Humor can do for you in seconds what talking wouldn't in a lifetime.
29. **Use Testimonials:** One of the most powerful tools you can have is the endorsements from satisfied clients.

30. **Be Prompt:** When you make someone wait, it communicates lack of respect for their time. Invest in a Rolex, it'll help your image and it will get you there on time.
31. **Find The Real Objection:** They don't always feel comfortable telling you the number problem at first.
32. **Be Honest:** I once caught a car salesperson in a small lie. I shut down immediately. People more than any other factor; want to buy from people they can trust.
33. **Welcome Complaints:** You can turn around most complaints if you are committed to winning. Make it easy and acceptable for them to tell you how they feel about you.
34. **Create Urgency:** Every letter, every consultation, every marketing piece must have a deadline.
35. **Ask For The Business:** This simple advice is obvious! Or is it?
36. **Don't Be A Door Mat:** If people are putting you or your company down, stand up to them. You should have pride. You don't need any customer that much.
37. **Save 10 Per Cent Of Everything You Earn:** Starting with your next invoice, put 10 per cent away for yourself. Why is it that we pay everyone else but ourselves?
38. **Refuse to Quit:** You will never win in business if you give up. I have felt like stopping about a million times (per week sometimes) but I know that I'll never learn anything from giving up except how to quit.
39. **Get Organized:** Use whatever works for you to keep track of your schedule, contacts and memo's.
40. **Take Responsibility For Your Results:** You are the only person who can improve your situation.
41. **Sponsor a Community Event:** Give back to your community and they will give back to you.
42. **Record an Interview:** Get your best friend, with the best voice to ask you a series of questions and record it on audio cassette. Then give it away to potential clients. Title it *An Interview with....*
43. **If Possible Charge Differently Than Others:** Make comparison shopping difficult.
44. **Position yourself as an "Expert and Authority":** Even if you are new to Home Staging, you can be perceived as an expert. The way to do it is with information. Write something, research something or print something and you are an instant "expert".

45. **Under Pressure?** Take a day off.
46. **Use Cross Promotions:** Find someone who is in front of your target market and get them to send a compelling offer to their client base.
47. **Remember Rockefeller:** He said "Take something common and make it uncommon." Make what you do extraordinary.
48. **Build, manage your database:** Your list of contacts is one of the most valuable assets you have. Always add more names to it. Get them coming to you by regularly creating offers that make them step forward. Capture everyone's name.
49. **Blow Your Clients Away By Exceeding Their Expectation.** The word of mouth benefits of doing this is fabulous.
50. **Give Something Away:** People love getting something free, Free Offers, Booklets, Tapes, Videos, etc.
51. **Focus on the Customer Not On YOU:** People don't care about you, your credentials, or your company. They care only about one thing: THEMSELVES. More specifically, how spending their hard-earned money will solve their problems?
52. **Write A Book:** I'm serious! If you knew what a book would do for you and your business, you'd be up for the next month writing it, beg, borrow or steal the money to print it and it would be done. Give yourself permission and reap the benefits.
53. **Invest In Yourself:** Get the best books, go to seminars, and get a support system. Spend money training yourself.
54. **Be A Person Of Integrity:** Be a person your kids would be happy to emulate.
55. **Take A Break!** When was the last time you kissed your spouse? When was the last time you gave yourself fully to your kids?