

## Improving Your Sales

By Rieva Lesonsky



Sales are a constant worry on the mind of every entrepreneur. Balancing the hunt for new clients with the need to keep current customers satisfied is what keeps us up at night. To help you get some sleep, here are four sales tips that have worked for me and my business.

**Be seen.** Are you hard at work, keeping your nose to the grindstone trying to make your business work from the inside out? Here's my number-one piece of advice: Get out of the office! Whether you're attending local business community events, networking with industry peers, speaking at associations or working the crowd at trade shows, you need to be seen. The more potential customers get to know you, the more likely you are to be top-of-mind when they need your services or products. Your current clients need some face time with you, too. They want to be reassured they're still important to you and have your attention.

**Don't be a cheap date.** I know you want to make the deal, but selling yourself short only hurts your business and sends customers a message that you don't value your products or services very highly. Don't be extravagant in your pricing, but don't come off as the bargain-basement brand, either. What are your competitors charging? Can you charge more by emphasizing your USP (unique selling proposition)?

**Offer a "loss leader."** Of course, sometimes charging less for the short term, can lead to more business in the long run. Will a project get you amazing exposure? Could one small, low-priced job bring in more business in the future? Weigh the pros and cons of pricing your product or service at less than your going rate and see if it makes sense.

**Get a fresh perspective.** If you're fresh out of new sales ideas, ask a peer for advice or better yet, [make an appointment](#) at your local SCORE office for a free consultation. A personalized appointment with a SCORE Mentor in your industry could be just what the doctor ordered for your business's health.

***BizSuccessTips** Editor Rieva Lesonsky is founder and CEO of GrowBiz Media, a content and consulting company. A nationally recognized small-business expert, Lesonsky has appeared on hundreds of radio shows and numerous local and national television programs. Read more of her insights at [SmallBizDaily.com](#).*