



Newsletter Vol. 23 - Introduction

Softengine News is dedicated to keeping you up to date with the latest information regarding SAP Business One systems, Softengine solutions and Best Business Practices.

What's New?

Spotlight on Product - SAP Business One Mobile Application for iPhone

This mobile app for iPhone lets you stay in touch with your business and customer data while away from the office. It enables you to instantly connect with your SAP Business One application via iPhone to check on inventory and customers, access reports, receive alerts, and process approvals.

- Alerts and Approvals** - You can get alerts on specific events (such as violation of limits for tax, unit price or deviations from credit limit, discount or gross profit) and approval requests awaiting for your immediate action. Trigger remote actions, and drill into the relevant content or metric before making your decision.
- Reports** - You can refer to built-in Crystal reports that present key information about your business. You can add your own customized reports. From the mobile device you can easily share the reports via e-mail.
- Business Partners** - You can check and edit addresses, email-addresses, phone numbers, contact details, view historical activities, and special prices; contact or locate business partners; create new business partners; log new activities. All changes get automatically updated in SAP Business One on the backend.
- Stock Info** You can monitor your stock/inventory levels and get detailed information about every item in your business. Furthermore you can preview item pictures and check pricing information such as purchase and sales price for each item in your business.
- Installation and Configuration** You download and install SAP Business One app for iPhone directly via Apple App Store or synch via iTunes. Within one simple configuration screen everything is set to connect to your Business.



Are You a Best-Run Business?

Seven Powerful Strategies to Increase Sales

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If you want to increase your technology sales, read and put into action these seven powerful sales strategies.

Strategy #1: Stop Selling

Stop trying to convince or persuade people to buy your technology solution. Stop trying to get a sale. Instead, focus on how you can help the person you are talking to get what they want - whether it's your technology solution or not. Focus on how you can give them value. Amazing as it may seem, with this approach over time, people will be interested in you and in what you have to offer. Even if they don't need it themselves, they will refer others to you.

Strategy # 2: Throw Away Sales Gimmicks

There are lots of sales gimmicks to attract attention or increase appeal. You can learn 50 ways to close. You can learn how to overcome objections. You can learn how to give the best and most persuasive presentation of your technology solution. The problem with most of these approaches is that they are focused on persuading and convincing and getting the sale. Your prospects sense that it's all about you - you getting the sale. They feel that you don't really care about them. They pick up that you are trying to persuade and convince them and their automatic protective reaction is to get away fast - and they do.

Strategy #3: Qualify, Qualify, Qualify

If someone does not have a problem that they want you to solve now, they are not a prospect. So it is a waste of your time and theirs if you spend time now trying to help them buy your technology solution. Spend your time helping those that want to benefit from what you have to offer now. Put in place a qualification process and only sell to those who qualify. Then you will have more time for those that are ready to buy, and this will increase the probability of them buying from you.

Strategy #4: Answer Two Questions

Prospects want to know the answer to two questions: "Why should I be interested in your type of technology solution?" and "Assuming I am interested, why should I buy it from you?". Can you answer both these questions in 30 seconds? If you can't, how can you expect your prospect to want your help? Make it a priority to give clear and concise answers to these two questions fast.

Strategy #5: Increase Your Price

If you always use strategies #1 and #2, trust will be present. Since trust is there, your prospect will feel more comfortable about committing to a longer term relationship with you. So you should offer them a longer term commitment option that is in their best interests and clearly benefits them now.

Strategy #6: Appreciate Your Customers

The easiest, fastest sales are to your current customers if - and this is most important - you have consistently shown that you appreciate and care about them. Just doing a great job is always expected, and you can't anticipate repeat sales and referrals from this alone. If you conscientiously recognize and are grateful to your customers, they will buy more from you and also become loyal fans and refer others to you. What you appreciate will show gratitude in return, so appreciate your customers.

Strategy #7: Build a TRAC record

If someone does not need or want your technology solution now but it is likely they will in the future, put in place a system. You need to build **Trust, Relationship, Awareness, and Credibility (TRAC)** so that they will remember you and contact you when the time is right. Do this consistently over time and your pipeline will overflow with people contacting you who want what you have and already know, trust, and like you.

All these seven sales strategies are easy to do. They are also easy not to do. So if you commit yourself and consistently use them, you will make significantly more sales faster. **THEY WORK!**

Tessa Stowe helps her technology clients make more sales faster at higher prices. To obtain her list of the 'Top 10 Sales Mistakes When Selling Technology Products and Services - and How to Avoid Them', subscribe to the FREE Technology Sales Conversation newsletter at www.salesconversation.com.

For more information about how SAP can help your business close more sales and serve existing customers, please contact Barry Lederman: 818.704.7000, blederman@softengineusa.com

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