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'Lead the Pack' Sales Training

First Date or First Appointment?

In many ways, meeting a prospect for the first time is like a blind date. Both parties are unsure of what to expect, and buyers may even have an escape plan prepared. It can be the secretary calling in to say there is an emergency on line one or some other time limiting event. Both wonder if they will like each other and what will happen during their time together. Eliminate barriers by reaching agreement before or at the beginning of a sales call on the purpose, content, time allocated, and any decisions needed at the end of the meeting. In this way, you will allay fears, increase comfort, and have a more productive call.

"I have found that being honest is the best techniques I can use. Right up front, tell people what you're trying to accomplish and what you're willing to sacrifice to accomplish it." – Lee Iacocca

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Sales Mastery 'Lead the Pack' Sales Training

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