

Sales tips



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Have specific reasons for future contacts and follow-up calls.

At the end of a sales call, reiterate what it is you will be doing, and what it is the customer will be doing, before your next meeting. Every follow-up call should begin with a strong link to the previous call. It is better to say, "I am calling about your current methodology of

processing new orders and how we talked a couple months ago about streamlining the process," than to say I was just following-up. Alternatively, you could say, "Following our last discussion about (fill in the blank regarding your last discussion) I was thinking this information, (article, etc.) would be useful." Being precise conveys that the prospect is important and that you do have their best interests at heart, and brings value to the interaction. Saying, I just wanted to "touch base" sounds self-serving and brings no value to the prospect.

"The mind is not a vessel to be filled but a fire to be kindled." – Plutarch

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