



etips

'Lead the Pack' Sales Training

Lead the Dance

Being skilled in using a system or a process is like leading a dance. If you dance with a great dancer, you want to dance with him or her all night. Being with someone who is a poor dancer prompts you to start looking for excuses, saying such things as "I love to dance, but I have to make a call (or other excuse)." You might leave, and then look for another door to re-enter, avoiding your previous partner. Selling is the same way. A good seller outlines their sales process and melds it with the customer so both can feel comfortable moving through the process. If the prospect is not comfortable, they will end the dance. Alternatively, without your own sales process you will allow the customer to lead the dance, and lose control of your sales call.

"The only test of leadership is that somebody follows."

-Lance Secretan

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Sales Mastery 'Lead the Pack' Sales Training

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