

Sales tips



info@leadershipconnections.com

Be an emergency room doctor

Any successful seller knows professional selling requires more than a forty-hour week and knows there is still never enough time. And everyone knows that the customer comes first. The bigger question is, "Which customer comes first?" Too many sellers scrap their daily plans when receiving phone calls, emails and

other requests with out prioritizing their importance. Emergency rooms frequently have more patients than they can see at once. Physicians are masters at prioritizing emergencies. They don't take the patients word for it, or the order in which they appear at the front desk, because everyone wants to be seen immediately. They assess, gather information, and make informed decisions on which patients to see first. Likewise, sellers would fare better by assessing the urgency and requirements of customer requests before taking action. The perception of service is different for everyone. Find out if answers or deliveries require immediate attention or if other times are acceptable before changing your plans for the day. If emergencies are routine, allocate time in each day or week for those, so you can maintain control of your sales goals.

"If you are working off the inbox that is fed you, you are probably working on the priorities of others." –Donald Rumsfeld

Leadership Connections

Leading you to exceptional sales success, Connecting you with top line results

Sales Mastery 'Lead the Pack' Sales Training

www.LeadershipConnections.com

303 462 1277