

Sales etips



info@leadershipconnections.com

What is the destination?

Pilots know their destination. Do you know your destination on each sales call? Do you have an objective every time? What is the end result you want? Just checking in? For what? If it is to maintain a relationship, think instead how can you strengthen it? Checking in to

see if they need something? Instead, go in with specific questions to uncover unidentified needs. If someone asks you unexpectedly, "What do you want or need," it is hard to give a clear answer immediately. Make it easier by planning your call. Objectives can range from getting a decision, clarifying information, running a specific step of your qualification process, showing appreciation, or any number of goals. Just checking in could imply you haven't given special thought to that customer.

"Before you can score you must first have a goal." Anonymous

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