

5 Minutes to Sales Call Success

Put the time in to solid groundwork of preparation and you can find deals falling into your lap.

Each and every sales call is a make-or-break moment that only happens once, so you need to give it your best. That means maximizing each conversation to build trust, credibility, and ultimately, new business.

This is where pre-call due diligence pays off. Try to wing it and your prospects can spend most of the time thinking about which competitor to call next.

Well thought out and prepared agenda, questions, and possible solutions turn sales people into strategic business partners. The one's today's buyers want to do business with.

Sales Huddle Energizer

This week challenge your sellers to take 3-5 minutes before they pick up the phone or get out of their car to speak with a customer to prepare the following information:

- What is the objective of this customer contact?
- What do I **already** know?
- What do I **need** to know?
- What questions will I ask to learn what I need to know?
- How will I know I achieved my objective?

At the end of each day, or the week, discuss with your sellers what they learned from this exercise in relation to securing more meaningful sales.

Also, as you speak with your reps during the day ask them to review their preparation worksheets for each of their conversations.