

Do You Want to Be in Movies?

Sales practices perfects the sales conversations which in turn closes more deals.

On any Monday morning after a major league football game, the players review and analyze the video of each and every play. They'll discuss what was done well and where they can improve and design new plays. If your sellers did the same after each sales conversation, they'd be selling better. It's important to take stock in how we're selling, are short cuts being taken, is active listening in place, is the process being followed. Since it wouldn't be right to take a GoPro® camera on a sales call, the next best thing is to do some recording in a safe environment in the office or on a Skype type recording.

Sales Huddle Energizer

Request each seller to select a prospect or client that they will be contacting in person within the next 2 weeks. Inform your sellers there will be a dress-rehearsal and to come prepared with everything – the proposal, samples, handouts, contracts, note-paper, etc. and a fully charged smart phone.

Divide the sales team into pairs or triads. Each seller is to sell to a colleague who will be responding to the best of their ability as the customer. Video each sales presentation on their smart phone. Use the smart phone to play back to debrief and to review again at their convenience.

Thought starters for the debrief:

- What went well?
- What if anything detracts or distracts the buyer?
- What suggestions for improvement?
- Is the seller using too many fillers (uhs, you-know's, um's)?
- How well is the customer engaged?