

Get Your Foot In The Door

Creativity is a great tool and a key differentiator in today's competitive environment.

How many times have you heard a seller say, "I can't get my foot in the door?" It seems all of the standard ways of calling, emailing, or dropping by aren't working. It's frustrating for your sellers as they want to break into those target accounts. Since the standard methods aren't working, it's time to be different and stand out from the crowd. Creativity is a great tool and key differentiator. Just as selling is fun, have a little fun with clever ways to get in the door. It's a memorable way to make a connection and the majority of decision makers will respond.

Sales Huddle Energizer

At the drug store, toy store or store of your choice, buy several different items like these: Lifesavers, 100,000 Grand Bar, First Aid Kit, inexpensive sandals, Band-Aids, lunch bags, Pop-corn, batteries, swim goggles, flash light, screwdriver, live plant.

Ask each seller to select one target account that they are struggling to get in the door. Display the items purchased. Each seller selects an item and writes a clever ice breaker for their target account. Here are some samples:

Protein Bar: We keep everyone's energy levels high for

Juicy Fruit: Your engagement specialist team will be more fruitful with

Smarties: With our proven and tested

Roll ups: We roll up our sleeves and customize for your unique situation.

Band-Aids®: We're not a quick fix for our customers. Our long term strategic planning eliminates compliance problems.

Live plant: Our success is assisting companies to grow sales 5 - 35%. Let's meet and explore how we may be a valuable resource to grow your business.