Sales Prep to Close More Deals

Sales Booster

30 Minute Sales Meetings

Theme

Preparation before a sales call increases the chance of success by nearly 25%. So what keeps sales reps from consistently preparing? Two main reasons: assumptions that they don't have time to prepare or they know the business so well they don't need to! Assuming we know everything can be dangerous. That's when it's easiest for the competition to get a foothold. Preparation doesn't really add time to a rep's day. Proper preparation transfers time and energy to proactive and focused sales calls that deliver more sales. Only 7 minutes with an easy preparation tool saves dozens of minutes – and sales – later!

Approximate Preparation Time

- 10 Minutes

Materials

- 1 Prepared flip chart for Talking Points for Partner Share
- Flip chart and markers
- How High Can You Go? - one copy per rep
- Sales Prep to Close More Deals tool - minimum two copies per rep
- 4 candy bars as prizes for the opening activity. Candy bar suggestions to tie in to the theme of the activity are: Take 5 or $100 Grand bars
- Success Achievement Plan worksheet - one per rep

Success Set-Up Tips

- It is very important for sales reps to see the beneficial outcomes of each sales conversation with just 7 minutes of preparation. Do not stretch out the Sales Prep to Close More Deals activity longer than 7 minutes max. Use a timepiece to keep track of the 7 minutes.

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30 Minute Sales Meetings

Time	Session Outline	Dynamics	Visual
6 M	**Opening** Welcome to the sales booster, Sales Prep to Close More Deals. Let's begin with a contest! Follow my instructions and we'll let the competition begin. *(Distribute one - How High Can You Go? to each seller)* Please keep this paper face down. Before you turn this paper over, let's be sure everyone is able to complete this activity. Raise your hand if you can count to 100. Good. Then you can be 100% effective in this activity. Please follow my instructions carefully. 1. Turn the paper over so the numbers are visible to you. Take the tip of your writing instrument and place it on the circle with the number 1 in the upper left corner. 2. When I say go, you will have 60 seconds to draw a line to connect the numbers from number 1 to 100. Draw a line from #1 to #2 connecting each number consecutively. There is a prize for two people reaching the highest number. Any questions? (Pause) Go! (Give a 10 second warning) (At the end of 60 seconds) STOP. Let's see how you did. Who reached 60? No? How about 30? (Usually the highest is in the mid 20's) How about more than 20? 21? 22? etc. The highest 2 achievers earn a prize. (Present candy bar to the two sellers who reached the highest number.) I know we can all do better, so there's another chance to count. And this time I have more information for you. 1. Take your paper and turn it over. 2. Now fold it lengthwise vertically – make certain the fold is in the middle. 3. Now look at the numbered side again.	Large Group Individual Large Group	How High Can You Go? Handout

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	What do you notice? *Correct response:* • *The odd numbers are on the left side of the page and the even numbers are on the right side of the page.* With this additional information, let's complete the activity again to see how high can you go. 1. Take the tip of your writing instrument and place it on the circle with the number 1 in the upper left corner. You need to start at number 1 again, and draw over the lines you already drew. 2. When I say go, you will have 60 seconds to draw a line to connect the numbers. You are going to draw a line from #1 to #2 and connect each number consecutively. Your goal is to get as close to 100 as you can. Any questions? Go! (Give a 10 second warning) (At the end of 60 seconds) STOP! Raise your hand if you were more successful this time than the last. (Most hands should be raised) What are the reasons for a higher number the second time? *Possible responses:* • *We did it before and could trace our lines* • *We knew where to look* • *We had additional information to use* • *I knew what and where to look to complete the task* Yes – you had more information to work with the second time – and how much more effective were you? Show of hands if you got 5 numbers further than the first time? (Pause) How many got 10 numbers further? How many 15?	Large Group 	How High Can you Go? Handout

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	The two sales reps with the most numbers of increase receive the two prizes. Congratulations! (Present candy bars to the top 2) We just had a little fun. As we learned when we have more information we have more success. How do we get more information when we sell? *Possible responses:* • *By preparing* • *Planning in advance* • *Learning more about who we're calling on in advance* • *Researching the business* Today is about increasing our success with preparation because the more information we have, the better we can sell. Let's be upfront with ourselves, what per cent of the time do you prepare for your sales calls? Show of hands if it's 50%. (pause) More than 50%? (pause) Less than 50%? (pause) And, what percent of that time do you prepare with written notes? Raise your hands for under 50%? (pause) About 50%? (pause) More than 50%? What gets in the way of preparing more thoroughly and more often? *Possible responses:* • *Time and Too much else to do* There can be several obstacles to preparation – but the most commonly cited is Time.	Large Group	How High Can You Go? Handout
9 M	**Introduction to Sales Prep to Close More Deals Tool** There is power in consistent preparation. This Sales Prep to Close More Deals tool can aid us with more effective preparation for greater sales success.	Large Group	Sales Prep Tool (2 sided)

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	The Sales Prep to Close More Deals tool is a very simple document that follows the logical flow of a sales call. Every sales situation is different, however, this tool often only takes 7 minutes to complete. Giving you a quick tool, without taking a lot of time, can generate greater sales outcomes. Let's review each component of the tool. It begins with space to write the **Name, Title and Company.** **Objective for Conversation**– What is the purpose of this meeting? Identify what you want or need to accomplish. Be specific. **Know and Need to Knows** - What do you already know? What remains to learn in order to achieve the objective of this conversation? Such as: The core issues your solution fits. Budget information. Past experiences. Buying process. Are you a fit? **Launch** – 3 Steps to Launch establishing this conversation is all about 'what's in it for them'. This is important, as it is the most overlooked step of a sales conversation. Without a planned 3 Step Launch - the conversation can go south quickly. **Discover Questions** – Identify open-ended questions to discover the key information you need to learn about the Before State (Now) to After State (Desired) and Risks (downsides) and Rewards (upsides). **Present** – If applicable, what is the solution or possible options with it's features and benefits you might recommend if you are given the opportunity. **Concerns May Express** – What concerns, barriers, questions or objections may arise before a commitment to the next step? Knowing these and your possible responses allows you to better respond in the moment.	Large Group 	Sales Prep Tool (2 sided)

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Sales Prep to Close More Deals

30 minute Sales Meetings

Time	Session Outline	Dynamics	Visual
	Test Close – The test close discovers any barriers keeping them moving forward to next steps or final decision. Test questions uncover feelings and opinions. I.e. Is what we discussed in alignment with solving the important issue? **Close -** Identify the specific decision or commitment you want from this meeting. Another meeting? An introduction? An order? Commitment for a proposal? **Next Steps** - Theirs, Mine and Time Frame actions to be completed before the next meeting.	Large Group	Sales Prep Tool (2 sided)
	Quick Preparation Tool Practice Let's put this Sales Prep to Close More Deals tool to practice now. 1. Identify an upcoming contact within the next week. A new contact or an existing relationship, a telephone call or an in-person visit. It's up to you. Write their name, title and company name . 2. Next, take 7 minutes of un-interrupted quiet time to complete as much of the tool as you can from Objective to Next Steps. Let's begin. (Allow 7 minutes - during this time monitor to see if anyone needs help) (At 7 mintues call time) Show of hands, how many completed it all? How many 50%? And less than 50%. Show of hands if you are surprised at how much you can plan in only 7 minutes? Whether you completed the whole tool or not, consider the impact this 7 minutes will have on this upcoming sales call.	Individual	

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Time	Session Outline	Dynamics	Visual
3 M	**Partner Share** Turn to a partner and in 30 seconds share: What does this 7 minutes of preparation mean for you, your customer and your company? (Allow 1 minute) Again, many sellers consider preparation as something extra that takes up time. So, the biggest question I have for you today is: How many of you believe that, even if you did nothing else, besides what you did just now, to get ready for this call you will have a more effective and productive meeting for both you and them? Raise your hand. (Most will raise their hands) Instead of preparation adding extra time – it is really a transfer of the time we already have. The hardest part is getting in front of the preparation to reap the benefits.	Pairs Large Group 	Sales Prep Tool (2 sided) Flip Chart Question: What does this 7 minutes of preparation mean for you, your customer and your company?
3 M	**Preparation Research** With 7 minutes of prep we can make a huge difference in our productivity. And yet we can do more. When we have significant appointments we may need more preparation. That could include research. On Side 2 of the Prep Tool are preparation research items. The power of the internet allows us to prepare to engage our prospects earlier in our conversations. This keeps us from blindly walking into a situation and helps target our message as well. For example, we may find that a company has just entered a new market or has a new product. We may find out they have just cut expenses or showed poor results for their shareholders. Knowing this, we can prepare to initiate discussion around these items.	Large Group 	Sales Prep Tool (2 sided) Research Side

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	Let's plan further for the sales call you just prepared. Read through the items on the Research side and put a check mark next to the ones that make sense for you to research further. (Allow 1 minute) What other types of research can you do prior to an important sales call? *Possible responses:* • *Google® and Linkedin® Search* • *Call someone who knows the contact* • *Find out who their current supplier is - or look for competitor information* We've discussed good ideas and we have a new tool. It only works if you take action. To help you identify some actions, let's move to the Success Achievement Plan worksheet.	Large Group	Sales Prep Tool (2 sided) Research Side
5 M	**Success Achievement Plan Worksheet** 1. Please complete the Success Achievement Plan worksheet. (Allow 2 minutes) 2. Who will volunteer to share: • One key idea you learned today about preparation • One action you take to increase your sales this week (Allow 3 responses or appropriate number as time allotted)	Individual Large Group	Success Achievement Plan Worksheet
1 M	**Closing Points** Today you prepared for one upcoming sales call. Beginning tomorrow, plan to prepare using the Sales Prep to Close More Deals tool for at least one call a day and take notice of what happens. Good luck preparing for more effective and efficient sales conversations to improve your sales success.	Large Group	

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Reinforcement Tips

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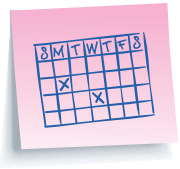

Reinforcing the Message

- First opportunity: 1 - 2 weeks later
- Repeatability: Minimum at least annually.
  Ideally once a quarter to reinforce the importance of preparation

Facilitation Ideas

1. Use a sales booster meeting to prepare for specific types of sales calls:
   - New customer
   - Introducing a new product/service
   - Joint sales call
   - Brainstorm the questions that should be included in sales calls, the benefits that can be generated, the research that will be helpful.

   During the meeting discuss:

   1. What works well for your preparation?
   2. What keeps you from preparing for every call?
   3. What benefits are you reaping from your prep?

2. Set up a preparation challenge. For every week that they complete the Sales Prep to Close More Deals tool at least once per day, their name is submitted for a drawing or for every Sales Prep to Close More Deals tool worksheet completed their name is submitted.

3. Request sellers to bring a completed Sales Prep to Close More Deals tool to the meeting. Ask reps to share the completed tool in pairs and discuss what went well, what didn't, and how they can adjust their next visit?

Next Sales Booster

- *Ready, Aim, Succeed* or *Beg or Brag* found at www.salestrainingwerks.com

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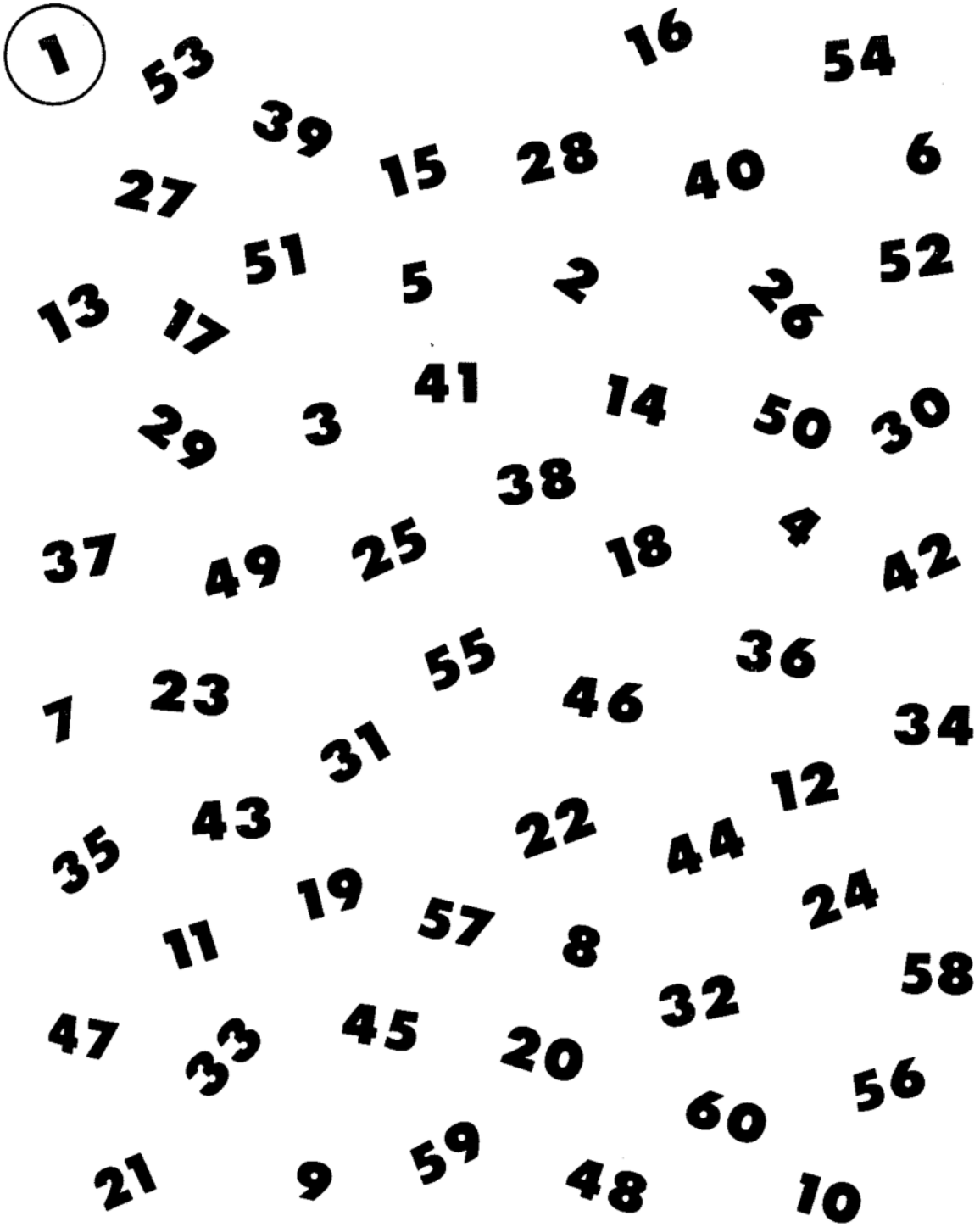
How High Can You Go?

30 Minute Sales Meetings



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Sales Prep to Close More Deals

Name of Contact

_____

Objective_____

What I Know

_____

_____

What I Need to Know

_____

_____

3 Step Launch

1. Introduction/Greeting _____

2. Reason for conversation (benefit driven) _____

3. Moment of time or personal connector _____

Discover Questions (Uncover Need to Knows, Opportunities, Desires. Before and After State. Risk, Reward)

_____

_____

_____

_____

Present (Solution, Options, Features, Benefits)

_____

_____

Concerns May Express

_____

_____

Clarifying Response Question to Concern

_____

_____

Conclude...Test Close (Feelings/Opinions)

_____

Close (Know exactly how you will ask for the desired action)

_____

Next Steps (Theirs, Mine) with Timeframe

_____

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Research Outlets and Information

- Company Website
- Google Search
- Linkedin Search
- Twitter
- Facebook
- Mission/Vision/Values
- Trends
- Industry News
- Financial News
- Business News
- People You Know
- Google Alerts
- Talkwalker Alerts
- Your CRM Past History
- Hoovers

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