

The Power of Prep

Sales reps who lead masterful sales conversations, show up prepared.

Woody Allen once said, “Eighty percent of success is showing up.” This is pretty sound advice for sales people too. Too often sales reps prep is creating the to-do list, gathering collateral materials and off they go. When the conversation begins, they are ‘winging’ it. Taking five minutes of prep time is really a transfer of time. The upfront time saves much more on the back end because with proper prep the sales conversation is more effective and efficient.

Sales Huddle

This week (and hopefully every week thereafter) ask your reps to take five minutes before picking up the telephone or getting out of the car or office and answer these questions about the upcoming conversation:

- What is my objective for this conversation?
- What do I know about the prospect or customer’s current situation?
- What do I need to know before I can even consider offering a solution?
- What are my strengths and my company’s to leverage to help this buyer become more successful?
- What are my vulnerabilities and how can I diminish them?
- What barriers may exist to keep them from buying?
- How will I respond to those barriers?