Guarantee Future Success – Then Assess

Reps who take five extra minutes to assess each sales call, are the winners of more closed deals.

Reps are busy with jam packed days of telephone calls, emails, tweets, Linkedin®, client/prospect meetings and all kinds of internal meetings. They often feel like a hamster on a wheel, because they run from one call to the next.

If that's happening, you can be guaranteed things are falling through the cracks and sales opportunities are being lost because there is little to no mental debriefing and/or capturing notes on sales calls in the moment.

If reps were to stop and take 3 - 5 minutes to analyze and evaluate what just happened at the end of the conversation, they'll be better prepared with the necessary information to build the relationship, plus advance the sale and adjust the game plan for the next call.

Sales Huddle

For the upcoming week, ask your reps to take the extra 5 minutes after each telephone call or face-to-face meeting to answer these questions:

- What went well, that you want to be certain to include in other sales conversations?
- What didn't work and needs to be adjusted?
- What are your next steps with this contact?

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

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