

Meet Sales
Quotas Consistently



15 Minute Sales Huddle Energizers

BLOCK AND TACKLE IDEAS TO ENERGIZE
SELLERS TO SELL MORE TODAY

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Tips to Use the 15 Minute Sales Huddle Energizers

You are a busy Vice President of Sales or a Sales Manager striving hard to achieve your sales quota. Your commission depends on it and you depend on others to reach your goal. It's frustrating. You must inspire, motivate, energize and equip sales people to perform day-in and day-out. It's a constant struggle to motivate your sellers to stay on top of their game. Yet the rewards are worth it. The thrill of the hunt, the excitement of the deal and how proud you become of your team is what keeps you enthusiastically charging forward every day.

I've been there and out of necessity discovered a variety of tools that helped me build a variety of top performing inside and outside sales teams. I developed these 15 Minute Sales Huddle Energizers to crystalize the sales process for high-impact and high-payoff sales increases. And to save the busy sales manager time!

These Sales Huddle Energizers:

- Motivate the senior sellers with best practices that they may know to do yet are taking short cuts,
- Educate your medium performers to ramp up their sales, and
- Steer the newest of sellers in the right direction.
- Engage, Energize and Equip your sellers to sell more today!

The 15 Minute Sales Huddle Energizers have been proven and tested with a variety of sales teams worldwide. Use them in any order to inspire and motivate your team to sell more.

Tips to use the 15 Minute Sales Huddles

- Introduce one sales huddle and reinforce it for four weeks to dial it in
- Introduce one sales huddle per month or per quarter
- Use in any order
- Introduce in a live or virtual group huddle
- Discuss the Huddle skill in your daily conversations
- Include end of the day short huddles to hear of everyone's instant success
- Invite senior sellers to select and present a daily or weekly huddle

About the Author



When Alice Kemper started working as a sales and leadership consultant 34 years ago (Sales Training Consultants), she noticed managers were stressed finding ways to motivate and equip their sales teams to sell each week. It was quite different from her experience as sales manager for American Greetings and Harte-Hanks Communications. For Alice, Monday morning sales meetings weren't the typical information-out sales meeting. They were 45-minute workshops that had sellers raring to go achieve as many sales conversations as possible and close more deals. With this foundation, Alice's team's sales performance track record exceeded the other regions.

As Alice worked with sales leaders worldwide with inside and outside sales teams, she noticed they either weren't taking advantage of their sales meetings for training or if they were training, someone stood in front of the room and talked and talked and talked. Sales people were finding these meetings boring and instead of energizing and equipping sales people they were losing momentum - and sales. She knew she needed to give them easy, relevant and results-producing training for them to do themselves in only a matter of minutes.

Alice and her team definitely know their trade because her clients typically achieve 5 - 35% increases in performance, sales and profits in only 10 weeks! She's created a variety of power packed sales boosters based on her big-guns sales training which are available to sales managers worldwide anytime through the magic of digital delivery.

Companies already using an assortment of Alice and her team's sales training can't thank them enough for giving the gift of time, improving sales performance and the competitive advantage in today's ever changing selling environment.

1

Sales Objections The Easy Way

Instead of having an answer to an objection, all you need is a question.

No matter how good a seller is at selling, they will get objections. They've heard them all so your sellers already have a standard answer. The big question is do the standard answers really work? Most sellers say they have a 50/50 chance with their current response. That's one reason there's stress involved when it comes to objections. Help your sellers remove stress and generate a better way to advance the sale.

Sales Huddle Energizer

Today, request your sellers to use these 3 steps the next time a customer objects, has a concern or questions something they've said.

The rule of the day is when you hear an objection. Stop. You cannot give your standard answer. Instead follow these 3 steps (and #2 is the key):

1. Acknowledge that you heard their concern or objection.
(I hear you. Great question. That's interesting. That's important. Yes getting the right price is important.)
- 2. Ask a question for clarifying information.**
(What experience have you had with that in the past? What is the criteria you benchmark against for pricing? What's the reason you see that as a problem?)
3. Include the customer's clarifying information in a tailored response or ask additional questions.

This is an interesting challenge for your sellers this week! Once they master the skill to **ask a question** instead of having an answer they'll be advancing more sales! **Reminder - You don't need an answer - you only need a question!**

2

The "Gold Mine" in Old Contacts

There's an often over looked low cost marketing strategy at your fingertips.

Don't underestimate the "gold" in old contacts and current customers. Today's sales teams are ramping up the new business development strategy by contacting people and organizations they've never met before. They're culling through LinkedIn®, attending networking functions, conferences, trade shows and more. There's an often over looked marketing strategy right in front of you, within easy reach and low cost marketing. Believe it or not, there's plenty of new business with old contacts.

Sales Huddle Energizer

Ask your sellers to call contacts they haven't spoken to within the last 2-5 years. Your sellers will be pleasantly surprised at what may open up. And even if nothing opens up (which rarely happens), at the very least, they'll get some good vibes from the welcoming reception they'll receive.

Of course they may learn many moved to other companies or phones are routed to someone new. That's several new leads right there! Become resourceful with LinkedIn®, Twitter® and other Internet resources to track down those at new companies.

3

What's Your Voice Mail Message Saying?

If your voice mail message isn't working for you, it's time to change it.

The Voice Mail Message is a powerful sales and relationship building opportunity. It is the voice of your brand and every caller's first impression of you. Pay attention to your own reaction when you hear others' voice message greetings. Do you smile? Did they gain your confidence? Did you get a quality customer experience? Are you deciding if this is someone you want to do business with? Details count and voice mail message is a much overlooked detail to build your business. If your voice mail message isn't advancing your image, then it's time to change it.

Sales Huddle Energizer

- For 5 minutes sellers call each other's voice mail (live or privately).
- Listen without commenting.
- Vote on who's message is the best and discuss why.
- Decide the "musts" to include in a voice mail message.
- Suggest sellers create new voice messages with all the "musts".
- Listen to the new messages to see if the sellers understood this strategy or request sellers to call and listen to each other's new message and provide feedback.

4

Lose the Glazy Eyed Look

Tune customers in and not out with a flashing 'so what' sign.

Ask your sellers if they've ever seen the glazy eyed look on a customer's face. They'll laugh because they probably see it often. Customers give that look when the seller talks on and on or when the sales conversation is all about the seller and little to nothing about them. The customer is being left out, feeling unimportant and is now questioning the use of their time.

It's also common for the glazy eyed look to appear as sellers present their products and services. Sellers excitedly present product features and services without emphasizing the end use results and benefits the customer/prospect will gain once they buy. Benefits are often omitted because the benefits appear so obvious to the seller, who knows the product or service inside and out. The Benefits aren't as obvious to the buyer and that causes sells to talk at them and receive 'the look' in return.

Sales Huddle Energizer

To lose the look, ask your sellers to imagine a flashing "so what" sign on the forehead of everyone they communicate with today.

The sign stops flashing only when they state a benefit to the customer. The goal is to break the habit of more features than benefits.

A simple way to break the feature only habit is to: state the customer benefit first, then explain how to use the related feature.

This captures the buyers attention and engages them emotionally - which in turn advances more sales.

5

You Had Me At Hello

People formulate eleven decisions about you in the first seven seconds. Be sure your impression is memorable.

People formulate eleven decisions about you in the first seven seconds of contact. These include: education level, economic level, perceived credibility, trustworthiness, level of sophistication, sexual orientation, political background, social desirability, ethnic background, whether or not you share the same values, and level of success. If your seller's first impression is unfavorable and they are unable to engage, it takes extra effort to advance the sale and close the deal.

Sales Huddle Energizer

How we look and sound, and even what we carry to the meeting factors into our first impression. Ask your sellers to come to the meeting with items as if they are going to enter the customer or prospect's office.

Ask each seller to look around and take note of what impression is being made. Next take a closer look for items and ways that has potential to leave a bad impression.

Is the portfolio old and ragged even though it is of sentimental value? Is it stuffed to the gills giving an impression that organization and attention is lacking and their order could drop through the cracks? What's your writing instrument? Is it a give away from the bank? Or something more professional? It's the details that count.

Practice giving each other handshakes. Ask what impressions they get from a variety of different kinds of handshakes. Is the handshake firm but not finger crushing? The secret to the handshake is in the thumb. The pressure comes from the thumb not the other four fingers.

End by asking each seller to pay attention to what they can adjust for a more favorable first impression.



More Sales Strategies

Mobilize Your Sales Team to Be on Their A-game, day-in and day-out!

Now that you've read through these five 15 Minute Sales Huddle Energizers, I bet you know that as soon as you implement them, your team will advance more sales, stand out from the competition and be on their way to meet sales quotas more consistently. But you'll be far from complete.

Are you ready to crush your numbers monthly?

Smart managers take action. And managers like you are always surprised when I show them how it only takes less than 30 minutes a week to fine tune and up-level sales and prospecting skills PLUS gain a motivational bump.

I also know you don't have the time, bandwidth or resources to figure out, research, and design short effective skill boosting sales training meetings. So my team of sales training experts did that for you.

We can put a short playbook with 5, 15, and 30 minute drills (outlines and hand outs included) in your hand today! We took all of our big guns sales training - the training our clients boast of 5 - 35% increases in as little as 10 weeks - and chunked this elite sales training into bite-sized pieces of high energy and high impact skill boosters.

Let me introduce to you **'The Werks' Sales Training Lab**. A comprehensive one-stop place with everything you could possibly need for a short weekly sales training meeting or group huddle to build your reps skills to out-think, out-perform and out-sell the competition. Get your reps closing deals so the competition shakes in their boots when they know they are up against your guys!

Act fast and grab everything now for a super discounted rate of \$379 before it's too late and goes back to \$1995.

[Click here to join today for immediate access!](#)



Connect With Me

Meet your sales
quotas consistently
30 minutes at a time.

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