

Planning your sales conversations to take you nearer a yes



Steps for making those calls...

Remember to consider how your buyer may be feeling before the call - they may have concerns and anxieties

1. Start with a friendly opening and thank them for contacting you. Perhaps ask how they found you. It's not about selling at this stage. Just listening.
2. Try to understand why they contacted you and what outcome they are looking for. Use open questions and listen. Don't interrupt or try to sell. The key is to find out what is on their important list.
3. Acknowledge the challenges and problems they are facing and reassure them that you understand. Ask then what difference it would make to them or their business if they were to take action. Ask if they would like to add anything else.
4. Find out if there is anything that would stop them from taking action. This might be time, concern about the cost, whether the product or service is really going to help them. Don't try to answer their objections here. Just listen.
5. Now you are ready to offer solutions, providing you are the right person to do so. We are not all right for everyone.

Every solution should be based around something they need.

Today's action:

- 1 Review your sales conversation steps. If they are working, that's brilliant. If not, they may need some tweaking. Have your buyer in mind when you think about your process.



10 MINUTES, 10 DAYS, 10 ACTIONS

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