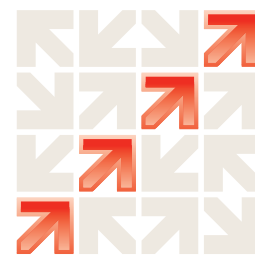


Three Tips to Improve Your Sales Calls



CRITICAL MOMENTS

You've got a hot prospect. You need a face to face opportunity to sell your product and services. So you call up, without an appointment, hoping to catch the decision maker in a rare unscheduled moment. "I was in the vicinity, and thought I'd just say hello." Well, at least you tried.

Of course, there is a place for pleasantries and the social aspects of business, but let's not confuse those with a sales call. Many salespeople focus on their own comfort area, on social calls and lunch dates – or the product pitch. And as a result, the sales process never gets off the ground.

Before you try to call someone or meet with them in person, you must ask yourself one question: "What is the reason this person should be speaking or meeting with me?"

The answer to this question should be the reason a potential buyer will spend time on the phone or in person with you – your Valid Business Reason. Most importantly, the answer should highlight the value provided to the customer for engaging in conversation with you.

Having a Valid Business Reason for every sales call, whether in person or on the phone, is the considerate way of doing business. It tells buyers, no matter how long you've known them, that you've given some thought to their current challenges and that you're looking for solutions that are valid to them.

What is a Valid Business Reason?

1. It's Valid

It's all about the customer. Valid to customers means it's worth making time to hear about how you can help solve a problem that keeps them up at night.

2. It's Business

Research shows that many sales calls are too general and unfocused to be useful to buyers or sellers. Do your homework and manage your selling time. Understand their business. What are their challenges? What are they trying to fix, accomplish or avoid?

3. It's a Good Reason

Not your reason - the customer's reason. Be prepared to explain why taking time out of a busy schedule for you rather than spending it on other priorities will benefit them in the long run. Tell the customer what you'd like to meet about and why you think this could be of value.

It's About Solutions

How can your solution help what they want to fix, accomplish or avoid? Doing your homework will allow you to be more specific. The more accurate and detailed you can be, the more concise your message will be. Remember it has to be quick and to the point so it can be left on a voice mail or with a receptionist. It must always be from the customer's point of view.

To find out more about how to improve your sales calls, talk to Stephen Newman at Critical Moments on:

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