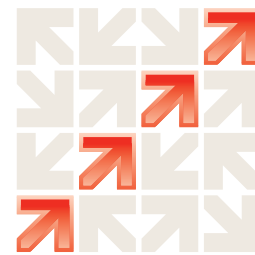


Two Ways to Sell Beyond the Close



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There's nothing like getting a decent bonus after you win a major contract for your company. However, like most successful salespeople, you'll understand that while getting the order and receiving a cheque is essential, it is never enough.

Every time you make contact with the customer, keep in mind that this call is only one step in an extended scenario and a long-term relationship. Then once you pull down the order and the commission, you have to think of that order as only part of a much longer process.

Here are two ways to sell beyond the close:

1. Know your customer's business inside and out

Understand your clients' track changing business requirements so you can develop new opportunities more quickly and more often. Counsel your customers on the threats of a shift in their industry for example, and discuss how your solutions can help. You're essentially creating joint ventures, a partnership that's based on Win-Win.

2. Collaborate with other members across all departments to identify and support your key accounts.

Your marketing and operations teams should be able to uncover a treasure trove of information that you can use to cross-sell or up-sell. Establish a process everyone can provide feedback regularly, not just on an ad hoc basis, so you can identify new opportunities in a timely fashion.

Celebrate the highs of every closed deal but don't stop there. More rewards await those who diligently protect and grow each win into bigger wins in the future.

To find out more about how to sell beyond the close, talk to Stephen Newman at Critical Moments on:

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