

It's Time for Change

How Sales Professionals interact with customers is changing. What worked in the past, even for the most successful salespeople, may not work in today's ever-changing business environment.

What are the most important changes a Sales Professional can – and should – make? Consider the following:

- **Plan, Plan, Plan** – Successful sales conversations begin with preparation. Perhaps nothing influences the outcome of a call like planning.
- **Getting Started** – Each call should begin with an Opening Statement that captures the customer's attention and reveals the sales professional's intent to bring value.
- **Not All Questions are Created Equal** – Creating questions to make customers THINK is a game changer. Ordinary questions will get ordinary responses. Salespeople need to spend time creating non-predictable questions... then ask them.
- **Make Presentations Memorable** – Powerful presentations are focused on customer needs and supported by visual resources.
- **Be Open to Objections** – When salespeople listen, clarify the concern and provide solutions – in that order – they will likely gain their customer's trust and find a 'win-win' solution.
- **Gain A Commitment** – Asking for action at the end of every sales conversation sounds simple. Yet, often, salespeople do not do it. To move the conversation and business forward, sales professionals should gain a commitment.

Author Nelson Jackson said,

"I do not believe you can do today's job with yesterday's methods & be in business tomorrow."

Putting these concepts into practice will lead to improved customer conversations – and new levels of sales success.

For more information about Improving Sales Conversations, contact Rodefer Consulting, LLC at 614.865.3245 or www.rodeferconsulting.com.



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