

THE SALES CALL CHECKLIST

ARE YOU READY TO SELL?

By Shannon Cox

Sales is all about relationships and helping others to solve problems, make improvements, or to simply be better.

To do that, you need to be ready for the customer conversation.

Here are a few tips to get you ready for that important first contact

BEFORE THE SALES CALL (OR VISIT):

- Did you research the company prior to the call?
- Did you learn something about the contact person and their business before the meeting?
- Did you prepare 3 points about the benefits of your service/product for the contact?
- Did you identify what you want to achieve from the call (what you need to find out from the contact person, how to build rapport)?



I believe luck is preparation meeting opportunity. If you hadn't been prepared when the opportunity came along, you wouldn't have been lucky.

Oprah Winfrey



DURING THE SALES CALL (OR VISIT):

- Ask the contact person about their business goals.
- Ask what challenges they and/or their company are facing.
- Listen to how s/he explains their situation (75% listening, 25% or less talking).

Pretend that every single person you meet has a sign around their neck that says, 'Make me feel important.' Not only will you succeed in sales, you'll succeed in life.

Mary Kay Ash

DISCUSSION POINTS:

- Determine who is involved in decision-making process (it is okay to ask this question).
- Find out their specific needs.
- Ask open-ended questions (who, what, where, when, why, how much, tell me about it).
- Determine how you can help solve their problems.
- Ask "what if?" questions.
- Find out what is your next step and establish a specific follow-up schedule.

WHAT DO I DO WHEN THEY SAY, “NO”?!!

HANDLING OBJECTIONS:

- Acknowledge the objection, ask questions to find out more.
- Ask if their objection is the only factor that would stop them from proceeding—if the answer is “no”, ask what else is stopping them from going ahead.
- Respond to the objection(s), then ask if your response resolves the issue – if yes, move to the closing step; if no, ask them what else is preventing them from proceeding.

CLOSING:

- The most powerful close is a “summary close” - you summarize all possible problems that might be solved by your product or service.
- Ensure that customer knows the value/benefits of solving the identified problems.
- Get agreement from the customer that your proposed solution provides the values/benefits identified.
- Ask for the order (“Can we go ahead with this?”)

AFTER THE SALES CALL (OR VISIT)::

- Customer Maintenance
- Send a thankyou email (or “snail-mail”) to stand out.
- Schedule for follow up call (don’t expect the customer to call you).
- Maintain regular contact after sale - new developments, reminders of extra product offerings/benefits, trends of interest.
- When the relationship and sale(s) are positive, ask for referrals.



It is not your customer’s job to remember you. It is your obligation and responsibility to make sure they don’t have the chance to forget you.

Patricia Fripp