

MOTIVATE AND INSPIRE

IMPACTFUL ADVICE FOR YOUR SALES TEAM

KORY MINOR

A Lifeskill That Is Used Everyday In Sales...

If you want to get a new job, you have to sell yourself. If you want to start your own business then you have to be able to sell to your customers looking for your product or service, and the list goes on and on.

Whether you know it or not, you have been selling your whole life.

Never Give Up No Matter What...

So you hear a couple of nos and you begin thinking that sales is not for you. A lot of people would walk away and give up.

Don't, because if you do you may be giving up on a promising career. People will tell you no but it is how you handle that and your tenacity to never quit that will determine your success.

Never Let Anyone Make You Believe It Can Never Happen For You...

Accept the reality of what you cannot change and move on. Take what you learned and apply that knowledge to the next customer. Having the right mindset will always lead you to new skillsets and increased knowledge.

Focus on the positive and stay away from the negative.

Listening to What Your Customer Wants Is a Key to Being the Best For Your Customer...

How many of you have actually been listening to your customer but in reality at the same time you are thinking ahead to your sales pitch or something you don't want to forget to bring up.

That will not get you the sale regardless of your sales pitch because you truly did not hear their concerns. Have notes with your information and focus totally on the customer.

If You Do Not Have Your Reputation, You Don't Truly Have Anything...

When you first started your business, what was the one and only thing you truly had? Your reputation...

If you lose that then success in business is tainted. You can recover lost sales or lost customers, but a reputation is hard to recover once you lose it. Trust is the most important attribute you must maintain with your clients.

Your Initial Goal Is Not To Make The Sale...

When meeting with your clients for the first time, the sale is not the most important or the main goal. You want to make sure that what they are looking for is something that you can truly feel will make a difference in their business. If your goal is to make the sale and not truly care if it is best for your customer then you are not building the type of relationship you need for a successful business.

Backing Down Is Never An Option...

Everyday you should get up with a purpose that you will not back down from your intended goal. If you want to win, you will have to do what needs to be done and not worry about the things you cannot control.

After all, if you want the things that you have never had then you have to do the things you have never done

When All Else Fails, Make One More Call...

When you think that you are done, make one more call. You may be surprised just how often that will be the call that will pull the customer to your side and you will make the sale.

People Do Not Want to Buy the Building Blocks, They Want to Build The Bridge

While the building blocks are the basics of the deal, the bridge is the actual deal. If the customer does not end up with the bridge that they want they are less likely to buy from you.

Being First Is Not Always Best

When finding out that you did not win the bid, did you feel down and discouraged? Not coming in first is not necessarily a bad thing.

This will be your opportunity to thank them for allowing you to bid on their contract and that you will be available in case anything should go wrong. Let them know that you would love the opportunity to work together again in the future. Lots of business has been won this way.

Your Personality Is An Asset... Let It Shine Through

Connection with your customers is a huge part of being successful. You have to connect with them in a way that shows them that you truly care about working with them.

Once you make that connection with them, you will be able to deal with your customers on an entirely different level.

Sell What Product Does, Not What It Is...

Customers need different products for different reasons.

You don't want to sell the customer on what your product does, you want to sell them on what the product does for their business.

Ex: You sell table saws and while that allows you to cut wood for your business, you are actually cutting wood for the things you can build for your business. That is more important than actually cutting the wood and more profitable for your customers business.

Selling Is A Business That Is About The Customer...

Customers are interested in purchasing from sellers because it is something that will benefit them or their business.

When you can truly understand that they do not care about what it will do for you or your needs then you will truly be able to change the way that you think about selling.

Doing Something That Has Never Been Done Before is the Best Possible Reason for Doing It...

Getting out of your comfort zone and trying things you have never tried before may seem a bit scary but at the same time can be good for you.

It will teach you things about yourself you may not know and this in turn can make a better salesman out of you. Never be afraid to expand your horizons.

Don't Sit On The Sidelines, Take Action...

When it comes to sales, you cannot be content to stand on the sidelines and watch. Take Action...

Try out your ideas, measure the outcome and the results. Make improvements as necessary and try again the next time. You should constantly learn from the challenges and issues that arise.

"Get Off The Sideline And Get Into The Game"

What Do You Believe Is The #1 Thing You Need To Be Successful In Sales...

If you want to be successful in sales, you have to change your mindset. You cannot give someone your enthusiasm and passion for your job, you must truly believe in the job that you do.

If you truly believe in what you do then you will find the right people for the job and train them with the necessary skills.

Want to Make The Sale? Ask for the budget...

It is always a good thing before going into a contract with a client, to know the projected budget By not knowing what the client can spend, how do you know how to get them everything that they need and stay within the confines of their projected budget.

Give Them More Bang for Their Buck...

The best way to please your customer or future customer is to give them more than they expect or ask for. Customer service is a huge part of the sale and you want to be sure that you are taking full advantage of that.

Follow up frequently before, during and after the sale and you will always be a step ahead of the game.

Always Remember That The Customer Is The Most Important Person...

This is pretty self explanatory... Your company and your sales team are not what is important here. The customer is most important and what your job is to do is give them what they want and listen carefully to them so you are 100% sure that you know what their needs are by the end of your meeting.

Customer Will Want To Know What Problem You Will Solve...

When you go into a meeting you must be totally prepared to tell the client what problem of theirs you are going to solve and how you will deliver on that.

The client will have to convince you that there is a problem worth solving and you cannot be more passionate about it then they are.

What Do You Consider To Be The Happiest Day For A Sales Person?

It is important for a sales person to realize and stop focusing on the wrong prospect and the wrong leads. They must realize who they are rather then who they are not.

Once they understand this they will look for those clients that are a good fit and do not try to be everything to everyone.

How Does It Feel When You Believe That Your Big Deal Is Falling Apart?

Have you ever felt like just as you are getting ready to close that big deal that everything is falling to pieces?

This usually happens when the client wants to make last minute demands or they begin to become nervous. Stay calm. Work through the details and sit back and wait for the deal to close as expected.

Those That Give More, Sell More...

In order for you to give more of yourself to your client, you must be able to serve them more.

Listen, learn and ask questions. You want to take things just a bit further than the competitors and when the time comes to pitch the client you have all your ducks in a row and anticipated what the client was expecting.

You Already Know What To Do, Don't Think About It, Just Do It...

You have a business and you know your job but suddenly you went from being so busy to almost nothing is happening. Why? You were so busy doing the work that you were not refilling your funnel with new prospects. You need to constantly be aware of this and keep going after new prospects to fill your schedule.

You Know this, Just do this.

Your Company Must Have The Belief of The People In Your Industry...

If you want to be at the top of your industry, you must have their total belief in your company, yourself and your product. If you cannot have this then it will be harder to sell to a client.

When clients are buying from you then you can tell they believe in you and your product or service.

The Key To Hiring Successful Sales Reps Is, Are They Coachable...

You want to hire sales team prospects that will fit in with your culture and business practices. You want to make sure they are coachable and can take criticism and feedback.

During the interview conduct a role playing session and a demonstration of your product. Ask Them to give you honest feedback on how they think they did. Then critique them and see how well they handle the feedback from you.

Training Is Key To Keeping Your Sales Team On Top Of Their Game...

No matter how great of a sales team you have, there is always something that can be learned. Training should be a regular part of your sales organization goals to develop product knowledge, what your competitors are doing, as well as new prospecting ideas and just basic knowledge about changes in your company ideas and products.

What Is The Key To A Successful Sales Person?

Attitude is one of the biggest keys to being successful. Always have a positive outlook and go in with the attitude that this is your game and you play to win.

Successful sales people do not allow negative thoughts to come into their head and distupt the positive energy.

What Is The #1 Technique In Sales To Avoid?

You should never come across to a prospect as being a highpressure sales person. Clients do not appreciate them and for the most part high-pressure techniques do not work. Treat your customers with respect and treat them as you would expect to be treated.

Why You Should Never Sell Anything To A Customer They Don't Need, Want or Can't Afford...

By trying to sell something to a customer that is truly of no benefit to them or within their budget, you are only going to lose the respect as well as the business of the client. They look to you for advice and your expertise on what will work best for their business while you can still maintain your respect and business integrity.

Balance Is The Key to A Successful Career As well As A Successful Life...

While your job is important to you and you want to be the best at it, your health and family life are also a very critical part to your success. You must find the balance to having all three. Plan out your work as well as time for family and fun. By maintaining this level of balance, success should come in all three areas of your life.

A Key To Learning A Better Way...

If you want great success then look for people who are already doing what you are doing. Take them to lunch and ask them questions. Find out the things they do to get where they are right now. Mirror their habits and follow their footsteps. There is no need to reinvent the wheel.

If You Can't Manage, You Can't Measure...

If you want to be able to tell if something is working for you, you must be able to track the results and define them. If you want to be successful then set up a goal, measure it and track the results.

By doing this you will be able to manage your results because you are able to measure them by your clients results.

When Setting Up Appointments...

You always want to be in charge of your calendar. Always ask for a specific date and time. Trying for an early appointment will allow you to have later times in the day available.

You want to work with the client as best you can but you need to dictate your schedule, not the other way around. Maintain your control of the situation.

Practice Your Presentation...

A good thing to do before each presentation that you give would be to role play with a colleague. Every presentation is different for different clients. You want to be fully prepared and sound professional in your meeting. This will give you the extra added confidence that you will be prepared for your meeting.

Want To Impress Your Client?

If you know your product and the benefits it has for your prospects, you could help yourself out by researching the company and consider all of the issues they may be having problems with and have some solid answers ready and prepared for them.

Do Not Lie To A Prospect...

The best sales people are those who are honest with the prospect as well as being open and transparent. If you lie to your client they will find out eventually and all respect for you and your company will be gone. Even if they don't want to hear what you say, saying it will at least show that you can be trusted to be honest in the future.

You Can't Sell What You Don't Believe...

If you are a true believer in your company and its products or services than you are on the right track. How can you sell anything to anyone if you don't believe in what you are selling. Learn everything that you can about the product. Know the ins and outs of it and be able to recite to your customer anything they want to know about it. The more you know the more you will sell.

Do Not Oversell To Your Client...

If you oversell to your prospect you may actually scare them away. Prospects have an idea of what they are looking for and when you continue to push more than what they are looking for they may actually be put off and become to overwhelmed with too much information.

What Questions Should You Ask At Every Interview...

Did you have a business as a kid when you were growing up?

Find an item in this room and pitch the product to me. Sell me the desk I am sitting at.

If you were writing your autobiography, who would you get to play the part of you in a movie and why? This will give you some information about their self confidence or lack there of.

What Do You Feel Separates Great Sales Reps From Average Sales Reps...

If you want to separate yourself from the crowd, you need to put yourself out there and become very visible. You want to put yourself out on social media, you want to create high visibility with your prospects and buyers.

Take The Time To Record Your Conversations With Your Prospects...

This will give you a starting point for how you feel the conversation, or sales pitch went. You will be able to break down and evaluate each part of the process to determine what works and what needs to be improved upon. Learning is always an important aspect of the sales technique.

Each Customer Is An Individual Company, Not Like Your Other Prospects...

Each buyer is different. Focus your presentation on them as a single customer, not like every other customer. Do not talk about you or your company but talk to them about their business and what it is they are looking for. Individualize their business and what will work for and be best for their needs.

You Want To Keep Your Presentation Fresh...

Constantly practice and hone your presentation. You want to be prepared each time you step in front of a prospect. Stay updated on your product or service and be able to answer any questions that may be presented to you by the client.

Never Stop Learning...

Those that have the want and desire to constantly learn will have the most success. Read books, watch YouTube videos on sales techniques, and learn from those who are successful around you. Getting a coach to work with you is also a great way to work on and hone your selling skills.

Qualify Your Leads Before Anything Else...

How can you sell to someone if you have never qualified them? Just because they request information does not mean they are a legitimate lead. Selling on the first call or visit is not the objective. What is the objective is to get to know them, what their needs are and if you can truly help them with their needs.

Evaluate And Document What Works And What Doesn't With Your Sales Pitch...

Not every part of every presentation will work for each prospect. When you discover something that does not work for a particular client make a notation and adjust your presentation for the next prospect.

If Your Phone At Home Rings, Do You Pick It Up?...

The worst thing a potential customer wants to hear when they are trying to call you to ask a question or get information on your product or service is a voicemail message. If you are sitting there and your phone rings, answer it right away with a smile on your face and an upbeat attitude. Don't make them leave a message or have to wait on you to call back.

Always Prepare Yourself To Win...

By preparing yourself to win, and doing the things you need to do to get there, you will have more success when it comes to the close. Read books on closing the sale. Practice and perfect your presentation, critique yourself and then go out and make that sale.

If You Want To Succeed You Need To Know Your Goals...

If you want to be the best sales person then you need to set goals for yourself. They need to be visible to you so that you see them everyday and you know whether or not you are truly going after them. Take accountability of yourself and be honest that you are doing everything in your power to hit each and every goal by the date that you designate as the completion date. Make them realistic and attainable. Don't make them so difficult to reach that you become frustrated and lose all hope on whether you can achieve them or not.

Announce Your Goals To Others...

Not only should you write your goals down and put them where you have to see them daily but you should announce your goals to others within your company. This puts them out there and those people will also help you to stay accountable to yourself because now others know your goals and you don't want to fail in the eyes of others as well as yourself.

A Great Sales Person Is Constantly Keeping Up To Date On Their Product or Service...

How can you sell a product if you don't know everything there is to know about it. You must be able to answer a prospects question right then and there and not tell them you have to get back to them. If you have to do that then you may put off the prospect because they aren't getting the information they need and it comes across as if you are not prepared for your meeting.

Be Sure To Ask The Right Questions...

You don't want to go in and start selling right away to a prospect, you need to be sure that you know what they want and are looking for. What problems they are looking to solve. You do this by asking the right questions. By researching your prospect you will know what the right questions are and you can get more accurate answers and be able to come up with the perfect presentation when you have your second meeting.

Knowing Your Customers Thoughts And Feelings...

Not only do you need to ask the right questions, you also need to anticipate what it is they want to hear. Do your research on the customer and be sure you know everything there is to know about them. Jump into their position and ask yourself what information you would want if you were them.

Don't Talk Price Right Away...

You don't want to go in and immediately start talking price with the customer. You want to discuss instead the benefits of your product and how it will help them solve their problem. They don't know you yet because this is the first meeting. They need to learn that you are honest and trustworthy. They need to know that you can solve their problems. Discussing price is a subject for another time.

Do You Ever Make Promises To Your Prospect?...

The quickest way to lose the trust of your client is to make them a promise and then you don't keep it. All your hard work to gain their trust just went down the drain because you did not keep your promise. When you make a promise, keep it.

Social Media For Sales Reps Is A Must...

LinkedIn is a very big social media account for businesses. As a sales rep you will be able to put yourself out there and get noticed by companies when you join a group. You can exchange thoughts and ideas. Do not use your account for promoting your company products but be able to use the site as a common group that you are in as a way to get to know possible future prospects.

Do Not Forget To Ask For Referrals...

When dealing with a prospect whether they purchase from you or not, always remember to ask for referrals. By doing this you will be able to add to your prospect list. Getting a referral will be the next best thing to closing a deal.

Make A Plan For Your Day That Is The Most Efficient...

Everyday a top salesperson will set up a schedule for the next day sales calls. You will want to make a grid of your territory that will work in your favor and decrease your drive times and will help you to be more productive. Driving around randomly with no plan will only waste time and decrease the number of people you will be able to contact daily.

Personalize Your Messages To Clients...

When you need to message your prospect/client, personalize the message to them rather than send out a preset message. By doing this the client will feel like they are getting the best of the sales rep. By adding your own personal touch to the message it will appear to be more personal and inviting.

Voicemail Messages Need To Be Rehearsed...

When making a call and you get the voicemail, you need to be sure that you have rehearsed and know what to say. You don't want to hear the beep and either freeze up or start fumbling around with your words. Just like your presentation, rehearse what you will say in your voicemail everyday and you will come across as confident and sure of yourself.

Spend Time Cultivating Your Relationship With Your Customer...

If you have finished your sales calls and visits to your prospects, you need to make time and build your relationships with your clients. As competition continues to get tougher, you need to be spending time with your clients and give them your undivided attention. Listen to them and get to know everything about them.

Follow Up With Your Clients... Present Something New...

You want to stay in touch with your clients to keep their interest in your product high. Each time you talk to them or follow up with them, always present something new about the product and how it can help them. Keep the conversation fresh. If you need to you can make a list of things to discuss with them. This will help you to not have a lull in the conversation.

If You Are Rejected, Don't Give Up...

Most sales reps will give up on a client when they have rejected them. Don't be that guy... Develop a thick skin and continue to go after the client. Persistence is the key to this and when you have finally gotten the go ahead from your client you may find that they will turn out to be your best customer.

Set Up A Schedule...

At the end of the day, everyday, you should prepare your schedule for the the following day and put down things by order of importance. As well you should sit down every Sunday night and plan out your sales calls for the week. Having a schedule will make it easier for you to stay on track and get all your tasks completed.

Sales Reps Should Be Positive And On Top Of Their Game...

No client wants to deal with a sales rep who is not focused and upbeat. You need to be sure that you are getting enough sleep and come into your meeting ready to hit the ground running. Sales is a very stressful business so you need to be sure you are pumped and ready to take on the customer with an upbeat positive attitude.

Share What You Know...

As a top sales person in your company, you should be sharing your tricks of the trade with your fellow sales people. By doing this you will help your co-workers to improve their skills which in turn will help the company to increase their profits. Don't keep that information to yourself, share what you know.

You Should End Each Day By Grading Your Performance...

It is important that you give yourself an honest breakdown of what you completed and what you didn't. How many calls did you make versus how many you were supposed to make. Did I put enough time into selling my product vs how much time I wasted. Be honest with yourself and then you will be able to note where you need improvement.

Earn Your Prospects Respect, Don't Show Fear...

There is no difference between you and your client other than the fact that he has the power to say no. It is okay because you cannot sell to everyone. What you have to do is come across as confident and sure of yourself. You have no need to fear him and by not showing fear you can earn his respect whether he says yes or no to the sale.

Customers Should Be Respected...

Whether a customer purchases a product that is worth thousands of dollars or just purchases a product in the hundreds, treat them the same. The customer that receives your respect and feels appreciated no matter what they spend will be your customer for life.