

A STEP-BY-STEP GUIDE TO SALES

(The Sales Process Abbreviated)

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An effective sales strategy is always prerequisite for accomplishing your sales goals and while each of these practices can be a book unto itself, here are the 9 things that you must have in your sales toolbox:

Establish ambitious sales goals that are not overly ambitious and potentially unachievable, but ambitious enough to keep you focused and productive.

Know your target market/s. Regardless of how seductive your product or service, if you are speaking to the wrong people, the sale will go nowhere.

Create an integrated marketing plan to educate and soften the marketplace and support your sales efforts.

Develop probing questions that will enable you to uncover your prospect's needs and align your solution to what they want. If you ask the "right" questions, prospects will tell you everything you need to know in order to screen and qualify, present the appropriate benefits and close the business

Measure your results each month and don't be afraid of re-engineering your methodology. If something isn't working and you've given it enough time, the best approach is to assess and make revisions.

Implement an effective touch point management plan that will enable you to "stay on the radar screen." The longer the sales cycle, the more important it is to follow-up, remain visible and add value to the relationship, even before the prospect is converted into a client.

Be persistent. Leads must be worked on a timely basis, with consistent and proactive outreach executed by phone, LinkedIn, USPS mail, email and social media. Expect to do 8-12 touches before connecting with the prospect, as follows:

DAY	OUTREACH
1	Call
3	Call
4	Email
5	USPS mail
9	Call
12	Email/call in tandem
14	Call
18	Email/call in tandem

LinkedIn messages should be incorporated into this schedule and effective screening and qualifying conducted throughout.

Be prepared. There is nothing worse than having a prospect respond to a call and not being prepared with your message. Have a prepared message, practice and internalize it and be ready to create a positive connection when you finally get to communicate with the prospect.