

"NOBODY LIKES TO BE SOLD TO, BUT EVERYBODY LIKES TO BUY."

- CARL TAYLOR -

A business succeeds or fails based on how well it delivers a product or service that *has value, serves a need, and brings satisfaction*. What used to be a pretty cut-and-dried way of doing business—local wholesalers and retailers, word of mouth referrals, and personal reputation—has changed dramatically with fingertip access to anything and everything. Nevertheless, the one-on-one sales process is still vital for most companies. Is your sales and marketing department up to the task?

Take a few minutes to honestly evaluate some basics in the brief assessment below. I think it will be well worth your time and hopefully, spur you to make necessary improvements. The first set of questions is for the management team; the second for the sales team. First, for management, ask yourself:

- ✓ Do we have a written marketing process—a sound strategy and an effective method that takes us from the first contact to the final handshake? Do we actually use it?
- ✓ Do we have an ideal buyer profile—a defined target to help reduce wasted efforts?
- ✓ Have we identified the competitors for each of our products and services and documented the significant reasons why our product and company are different (and hopefully superior)?
- ✓ Does our sales force really know what it is that they are selling and can they effectively demonstrate to the customer how the potential gain from our product or service is more than worth the cost?
- ✓ Do we actively solicit feedback from our sales team and adjust accordingly? Would the team agree that they are being heard and are highly valued?
- ✓ How much more efficient would we have to be in our sales efforts to increase our profitability?

Now, sales team, ask yourself:

- ✓ Am I connected to and excited about what I am selling? Do I really believe in my company and my product or service?
- ✓ Do I feel I have been adequately trained and equipped to do my job?
- ✓ Do I prepare for a sales call ahead of time, making sure I will be meeting with the influencer and learning all I can about that individual and their company to be most effective in my presentation?
- ✓ Before I ever begin to “sell,” how well do I establish rapport with a customer, and how well do I draw out of them their goals, their needs and their triggers?
- ✓ Do I communicate the advantages of my product or service to the customer and clearly demonstrate how the buyer will benefit from it? (Value, Need, Satisfaction)
- ✓ Does my presentation sound fresh or is it canned, rushed, or boring? Does it leave them wanting to hear more or waiting for me to take a breath so they can say no?
- ✓ Do I seek to build sincere relationships with my customers so they are happy to see me again (keeping in mind that only 2% of sales are made on the first contact; 80% of sales are made on the fifth to twelfth contact)?
- ✓ After each sales meeting, do I review the objections/comments I heard from the customer and how I can respond to them?
- ✓ Do I leave the customer feeling confident he is doing business with the right person?

You'd be surprised at what some companies call a “sales department.” Perhaps yours needs some fine tuning or even a major overhaul. The professionals at MasterThink have proven strategies and systems that we tailor to the unique needs of each of our clients. **Call us today for a FREE NEEDS ANALYSIS**, and let us help you make sure that your sales team is excited and effective and ready to drive your profits!

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