



Brilliance is not an accident

Brilliant sales results do not happen by accident.

Of course there'll be an occasional fluke - but on the whole, sustained sales success certainly does not happen by chance.

To be relaxed, confident and in control - and ultimately successful in sales - takes some level of preparation.

From the shortest telephone chat to a week-long exhibition or conference, you need to be clear in what you want, clear in the outcome you seek.

Your very own Personal Planner

I've developed a set of questions to help you prepare for any sales interaction - whether it be a short catch up chat, a full blown pitch, a presentation or a conference. Depending on the context you can use all, or just some of these questions.

Try these questions before your next sales call, sales meeting, networking event, conference, sales presentation...

Here we go...

The Outcome

What do I want to achieve?

The Opening

What can I say to open the discussion?

How should I stand/sit?

What kind of Voice Tonality should I use?

Rapport

What can I do to encourage my client to be at ease and to talk freely?

I think my Client's preferred representational system is...

I think their preference is towards/away from

Coverage



What information do I need to collect?
What level of detail do I need to get to?
What information do I need to impart?
How will I check for understanding (for me and the client)?

Flow

What can I do to ensure that the discussion flows smoothly from one topic to another?

Manner

What can I do to demonstrate respect?
What can I do to show that I am listening to/interested in what they have to say?

Question Technique

Which open questions would be good to begin with?
Which questions can I use to "funnel down"?

The Close

What can I say to close the discussion?
How can I ensure the client knows what is to happen next?

The Check

If I do all the above, will I achieve my outcome(s)?
What else could I do to improve on the above?

Concentrates the mind doesn't it? Well that's exactly what it's designed to do!

These questions will help you focus on what you want out of any upcoming interaction. And when you know your outcome beforehand, your brain picks up the instructions and sets out to make it happen.

That's the psychology of successful selling.

Until next time.

Leigh

PS; If you haven't already, check out our 4 X DVD Programme "The Essential Sales System for Small Business"

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