

Your Sales System

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| <input type="checkbox"/> Utilize a selling system or process | <input type="checkbox"/> Share company mission/vision |
| <input type="checkbox"/> Flowchart the current sales process | <input type="checkbox"/> Measure conversion rates |
| <input type="checkbox"/> Identify your ideal selling cycle | ➤ Make it easy to buy: |
| <input type="checkbox"/> Define your target markets | <input type="checkbox"/> Offer credit/time payments |
| <input type="checkbox"/> Use prospect questionnaires | <input type="checkbox"/> Allow more delivery/receipt options |
| <input type="checkbox"/> Use sales scripts | <input type="checkbox"/> Take additional forms of payment (credit cards, checks, etc.) |
| <input type="checkbox"/> Confirm appointments | |
| <input type="checkbox"/> Use selling checklists | |

During the Sale

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| <input type="checkbox"/> Know your prospects and their common complaints | ➤ Communicate overt benefit(s): |
| ➤ Build rapport / Enhance communication): | <input type="checkbox"/> Brochures emphasizing benefits |
| <input type="checkbox"/> Use NLP techniques | <input type="checkbox"/> Information sheets emphasizing benefits |
| <input type="checkbox"/> Have fun/be friendly | ➤ Present your proof: |
| <input type="checkbox"/> Establish advance agreements | <input type="checkbox"/> Company story |
| <input type="checkbox"/> Diagnose their problems/challenges/opportunities/"pain" | <input type="checkbox"/> Display awards, professional designations |
| <input type="checkbox"/> Dig deep into their problem/pain through questioning | <input type="checkbox"/> Before and after photos |
| <input type="checkbox"/> Ascertain the impact these problems are having on their company | <input type="checkbox"/> Written guarantees |
| <input type="checkbox"/> Sell on emotion - Make it personal | <input type="checkbox"/> Collect testimonials |
| <input type="checkbox"/> Listen!!! Expand on THEIR challenges | <input type="checkbox"/> Demos |
| <input type="checkbox"/> Ask more questions than you give answers | <input type="checkbox"/> Reprint/copy press clippings |
| <input type="checkbox"/> Uncover the pain behind their questions | <input type="checkbox"/> Provide options |
| <input type="checkbox"/> Discuss the required investment | <input type="checkbox"/> Multi-media sales tools |
| <input type="checkbox"/> Uncover their decision process | <input type="checkbox"/> First-time buyer incentive |
| <input type="checkbox"/> Gain their commitment to make a decision | <input type="checkbox"/> Trial offers/periods |
| | <input type="checkbox"/> Confirm the sale* |
| | <input type="checkbox"/> Overcome prior vendor's attempt to save customer |

Your Sales Team

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| <input type="checkbox"/> Get professional sales training for your team | <input type="checkbox"/> Have sales competitions |
| <input type="checkbox"/> Use contact management software such as ACT!, Goldmine, Outlook, etc. | <input type="checkbox"/> Set goals/quotas |
| <input type="checkbox"/> Keep track of all leads/prospects | <input type="checkbox"/> Provide team incentives |
| <input type="checkbox"/> Schedule regular follow-up | <input type="checkbox"/> Improve make-up of sales team |
| <input type="checkbox"/> Uniforms/appropriate dress | <input type="checkbox"/> Stay in touch with customers |
| <input type="checkbox"/> Increase product knowledge | <input type="checkbox"/> Have regular sales meetings |
| | <input type="checkbox"/> Pay higher commissions for higher margin |

Other Considerations, Including Increasing Average Dollar Sale

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| <input type="checkbox"/> Survey past customers | <input type="checkbox"/> Support customer businesses | <input type="checkbox"/> Create package deals |
| <input type="checkbox"/> Survey people who didn't buy | <input type="checkbox"/> Point of sale displays | <input type="checkbox"/> Gift with purchase |
| <input type="checkbox"/> Improve store/vehicle appearance | <input type="checkbox"/> Turn quotes and proposals into action plans | <input type="checkbox"/> Purchase with purchase |
| <input type="checkbox"/> Improve cleanliness/ambiance of store | <input type="checkbox"/> Offer exclusivity | <input type="checkbox"/> Lay-A-Way |
| <input type="checkbox"/> Accept trade-ins | <input type="checkbox"/> Upsell, cross-sell, down-sell | <input type="checkbox"/> Sell Service contracts |
| <input type="checkbox"/> Multiple purchase discounts | <input type="checkbox"/> Impulse buys | <input type="checkbox"/> Measure average dollar sale |
| <input type="checkbox"/> Offer free delivery | <input type="checkbox"/> On-hold messages | <input type="checkbox"/> Red tag sales |
| | | <input type="checkbox"/> Charge for delivery |

