

## 4 “Never Quit”™ Sales Tips

# Real World Tips For Real World Sales Pros

#1– Know who your biggest competitor is ? Name any company, person, or service you want to and you’d be wrong. **“The Status Quo”** is and always will be your biggest competitor. The **“Status Quo”** is what people or companies are doing right now. If your prospects were not happy with what they were doing they would call you. What the prospect is currently doing is what you are competing with. When the principle of **“The Status Quo”** is understood you are going to be very successful in sales.

#2-Know your numbers....How long is your sales cycle\_\_\_\_\_? How many calls does it take to get an appointment\_\_\_\_\_? How many appointments do you need to gain a new customer\_\_\_\_\_? How many calls or appointments do you make per day \_\_\_\_\_? Why do you make this many calls? Are you calling new people or the same people over and over? How many appointments are required for your success ? Weekly \_\_\_\_\_ ? Monthly \_\_\_\_\_ ? How many appointments did you have last week \_\_\_\_\_?

#3– If you use the phone to make a lot of calls for appointment setting or selling, **“Stand Up”**. You can project your voice more and you can project enthusiasm and positivity over the phone. You will feel more confident and be successful.

#4– “ I’m not interested “ ever heard this before? Ever sold a company or person who wasn’t interested before your initial contact? Yes should be the answer to both questions. This is what Sales is all about—selling something to some one who was not interested before you contacted them.

\* Here is one response you can use; Say the prospects name\_\_\_\_\_ a lot of companies or people (depending on who you sell to) told me the same thing when I first called, before they had a chance to see how we decreased \_\_\_\_\_ or increased \_\_\_\_\_ or improved\_\_\_\_\_.

It would also be a good time to mention any references or use other company examples the prospect might be familiar with.