

Sales Quote of The Month:

"Insanity: doing the same thing over and over again and expecting different results." – Albert Einstein

Sales Tip of The Month:

Work your territory geographically. Time spent in the car is not productive, so minimize it!

When a prospect tells you, "I am not interested", what they really are telling you is that you were not interesting enough!

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Issue 1

What's Your Headline?

When people read the newspaper, it is very rare they read every line of every article. There are just too many articles and too little time!

In reality, people only have enough time to scan the paper, reading only the articles where the headline has caught their interest.

Similarly, it is rare for prospects to meet with every sales representative who calls. There are just far too many sales representatives and too little time!

In reality, prospects will only invest their valuable time to meet those sales representatives whose headline of their prospecting approach has caught their interest.

When a prospect tells you, "I am not interested", what they really are telling you is that you were not interesting enough!

Simply put, your headline must answer the question "What's in it for me?" If you only state what product or service you sell,

you will not answer this question. However, if you also say why your product should be purchased or the benefits of it, you will.

For example, "My name is Sam Sales Rep, and I sell advertising for the Daily Press" is not a headline that would generate much interest. In fact, you lost this opportunity by the time you said, "I sell...!"

A better headline that generates interest would be "My name is Sam Sales Rep with the Daily Press. We have been able to help many businesses like yours acquire new customers and increase sales through the effective use of print advertising."

What business owner is not interested in finding new customers and increasing sales? Now you have my attention!

Businesses exist to make a profit. Once they make a profit, they want to make more. The only way to do that is to either increase revenues or decrease expenses. Any headline

that references this is sure to answer the question "What's in it for me?" and will generate interest.

Ask your sales manager and other sales representatives within your company for their ideas on what headlines have worked for them. However, if anyone tells you, "Hi, how are you today" is their best headline, walk away! You are the victim of the latest office practical joke!

You can also review your company's advertising and brochures to see what headlines your marketing department believes are effective.

For more ideas, pay close attention to what advertisements and headlines grab your interest.

The best headlines evolve over time as experience teaches what works best. Monitor your successes and adjust as necessary.

An effective headline can take some time to create, but it is time well invested.



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Ask The B2B Sales Coach

Dear B2B Sales Coach:

When is it acceptable in sales to use abbreviations and acronyms?

- Jack, Vancouver, BC

Dear Jack:

An acronym is a word formed from the initial letters of the several words in the name. For example RRSP is an acronym for Registered Retirement Savings Plan.

The use of abbreviations, acronyms and jargon are not as acceptable as most sales people think. The reason is that not all people assign the same meaning to the abbreviation itself. We all have different experiences and frames of reference so many of us assign different meanings to the same acronyms.

For example copier reps often use the term ADF when referring to document feeders. The first time I heard this however, I thought they were talking about a mutual fund. When another rep abbreviated his company name, I thought he was talking about what many people put with jelly on their sandwiches!

If it is a generally understood abbreviation, then it is acceptable. GST and RRSP are very common terms in Canada, however using those same terms with someone from the US is not a good idea as they would not know what you are talking about.

As a general rule, if the abbreviation is a company or industry specific term, then don't use it. If you didn't know its meaning before joining your industry, chances are your prospect won't either.

If you insist on using abbreviations, always define it the first time you use it. For example, "I work with the Sales Professionals of Ottawa or SPO for short."

Bottom line, when in doubt, don't use the abbreviation!

- The B2B Sales Coach

Recommended Reading

The Sales Bible: The Ultimate Sales Resource, Revised Edition by Jeffrey Gitomer

Recommended by Website Visitor, Dwight K. - I would recommend it as a great review of all the basics that make selling fun and profitable. I especially appreciate his emphasis on building and maintaining the client relationships.

To recommend a good sales read, please email the B2B Sales Coach.

About B2B Sales Connections

AIM HIGHER is written and edited by Susan A. Enns, managing partner of B2B Sales Connections. She has a proven track record of success, with over 20 years of direct sales, management and executive level business to business experience.

B2B Sales Connections provides consulting services to the business to business marketplace. including the operation of Canada's premier niche job board and career website dedicated only to business to business sales professionals. The firm helps clients achieve greater sales success by focusing on recruiting, training and marketing services for both the employer and employee alike.