

## Sales Quote of The Month:

"Failures don't plan to fail; they fail to plan." – Harvey Mackay

## Sales Tip of The Month:

Need to create a sense of urgency with prospects? Make sure you put an expiry date on all of your proposals!

***One only has to spend a day in the field with a top sales producer to see that scripting works!***

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## ***To Script Or Not To Script!***

Whether it's a prospecting approach, a fact find, or a presentation, there has always been plenty of disagreement among sales professionals as to whether what will be said should be scripted ahead of time.

Those that say that every sales call should be scripted, regardless of its purpose, believe that without a preplanned script, important information will be missed, therefore decreasing the chance of making the sale.

On the other hand, others believe that scripting makes everything sound too "canned", making the customer feel like he is nothing more than a commission check, therefore decreasing the chance of making the sale.

To script or not to script? One only has to spend a day in the field with top sales producers to find that the answer is a resounding yes!

Ask the top sales representative in your office if you can follow

them when he or she does 10 cold calls. Does the approach sound virtually the same on each call? Of course it does!

They may have not have done so knowingly, and it may not be written down on paper, but they have actually scripted their prospecting approach. They use the same script each time because it has worked so well for them in the past, they would not consider changing it.

Now ask the top sales representative in your office if you can sit in with them when they do a few fact find interviews and presentation of offer meetings. You will quickly see that they ask the same questions and they use the same language over and over again. Again, consciously or unconsciously, they use scripts and they use them because they work.

Scripting is as much about planning as it is about anything else. In other words, you should never speak to a customer

without planning what you are going to say, how you are going to say it, and why you want to say it in the first place.

More specifically before prospecting, script your headline and your qualifying questions so that you can recognize if you are actually talking with a prospect or not.

Before arriving for the fact find interview, make a list of all of the questions you must have answered in order to prepare your proposal. Nothing hurts your credibility more than having to call a prospect and say that you forgot something.

If you are presenting your offer, plan how you will speak about your solution, how it is going to solve the customer's issues, as well as the implementation schedule to complete it.

Spend a day in the field with a successful sales professional. Not only will you see that they use scripting successfully, but you will also see what script will work for you!



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## ***Ask The B2B Sales Coach***

Dear B2B Sales Coach:

As a sales representative, how should I keep myself productive in the summer time?

- Richard, Montreal, QC

Dear Richard:

No matter how much we wish it wasn't so, business slows down during vacation season. If a prospect isn't on holidays, chances are he is covering for someone who is. Even still, there are plenty of productive activities sales reps can do to keep busy.

Summer is an excellent time to build your prospect list and sales funnel. Make more prospecting telephone calls and knock on more doors. If the decision maker is on holidays now, at least you now have that valuable contact name to call in the fall.

Visit your current customers. Even if your contacts are away, always leave a business card so that they know you were there. Although you may not meet with them, just the fact that you took the time to stop by can increase customer loyalty. If you do manage to see your contact, why not ask for a reference letter and a list of referrals while you are there. Again, these are great prospects to call in the fall.

The summer is also one of the best times to invest in you. Perhaps you could brush up on your product knowledge or you could take a sales course to improve your skills. Perhaps you should take some time off too. A week of vacation can recharge your batteries and make you more productive in the long run.

Lastly, you need to ensure that you know the timing of the sale for each company on your hot prospect list. Ask your prospects if they are planning any vacation time this summer, and if so, ask when. You can still sell during the summer, you just need to make sure that you have enough hot prospects on the go that when one is going on vacation, another one that you can sell to is returning. Good selling!

- The B2B Sales Coach

## ***Recommended Reading***

**The Trusted Advisor by David H. Maister, Charles H. Green, & Robert M. Galford**

The book is about ways to earn a client trust, give effective advice and build relationships. The focus is on going beyond selling features and benefits to solving problems – you must build trust to create powerful advocates with your clients.

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 training 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.