

Sales Quote of The Month:

“Without discipline,
there is no glory.” –
Author Unknown

Sales Tip of The Month:

What are your distinct competitive advantages? You will drastically increase your chances of winning the sale when together, you and your prospect identify problems that you can fix better than the competition can.

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Issue 1

Selling In The Summer!

No matter how much we wish it wasn't so, business slows down during the summer. If a prospect isn't on vacation, chances are he is covering for someone who is.

Despite the fact many sales reps use the phrase “the lazy days of summer” as an excuse to do nothing but hit the golf course, there are plenty of productive sales activities to do to keep busy at this time of year.

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

Although some believe that prospecting at this time of the year is a waste of time because so many people are on holidays, others believe that they can obtain better information on each call

as gate keepers have more time to provide it.

You can even dress in business casual clothing when prospecting, as it seems that everyone has a more casual mind set this time of year.

Also, ensure that you know the timing of the sale for each company on your hot prospect list. Ask your prospects if they are taking a vacation this summer, and if so, ask when. This way you can plan for it. 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.

Spend some time and 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, read a good sales book (we have plenty of suggestions on our website), or you could take a sales course to improve your skills. If you learn just one new sales technique that improves your sales performance over the long term, then your summer months would be considered very productive.

Why not take some time off too? After all, the best time to take a break is when your customers are doing the same. A week of vacation can recharge your batteries and make you more productive in the long run. The key is to actually get away though. So set your auto-reply email, change your voice mail message and leave the Blackberry at the office!



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SERVICES:**

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613-825-9139

info@

[b2bsalesconnections.com](mailto:info@b2bsalesconnections.com)

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EMPLOYERS:

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[b2bsalesconnections.com](mailto:jobpostings@b2bsalesconnections.com)

Ask The B2B Sales Coach

Dear B2B Sales Coach:

What was your funniest sales moment?

- A LinkedIn Group Discussion

Dear Group,

Very early in my sales management career, I was on a joint field work call with a brand new representative. The scheduled call was to present our proposal to the owner of a small business. We walked into his office, he sat behind his desk and we sat opposite to him.

After some small talk, we started our presentation. Everything was going great when all of a sudden, in the middle of our sales presentation, literally in the blink of an eye, the prospect fell asleep!

The representative and I sat there, looking at each other, wondering what to do. Then, after a few minutes had passed, just as quickly, the prospect woke up.

I decided to cut right to the chase, flipped the proposal right to the pricing page and asked, "Mr. Prospect, is there any reason we can't do business today?" After thinking about things for a few minutes, there must not have been, as we signed the contracts right there and then!

What were the lessons we learned? First, always do a complete fact find because presenting the right solutions to the right problems makes the sale happen more quickly. Secondly, we should always be prepared to ask for the order and close the sale at any time during a presentation. Lastly, we should always take the time to laugh at ourselves because, no matter the situation, we can learn something.

Good luck and good selling!

- The B2B Sales Coach

Recommended Reading

The Healthy Business Shape Up, Survive & Thrive by Rosalyn J. Cronin, CMA

The Healthy Business is a get-fit program for your small business. All the aspects needed to make it in today's business environment are laid out with exercises to help you get started and succeed. A great read for any small or midsized business owner/manger that is looking for business and self improvement help.

For more reading suggestions, visit www.b2bsalesconnections.com/books.php

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 22 years of direct sales, management and executive level business to business experience. She has also written the downloadable e-courses "Action Plan For Sales Success" and "Action Plan For Sales Management Success", and numerous automated sales tools.

B2B Sales Connections is the online sales training website with free sales resources, a specialized job board & free resume listing services dedicated only to business to business sales. Our mission is to help you achieve your sales potential!