

March 2010

Issue 1

Sales Quote of The Month:

"Blessed is the man who, having nothing to say, abstains from giving us wordy evidence of the fact."
– George Elliot

Sales Tip of The Month:

Carry with you at least 2 blanks of every type of paperwork your prospect must sign to process your order. That way, you won't have to make a return trip if you happen to make a mistake. More importantly, you will always be prepared to close the sale whenever your prospect says yes!

The better you communicate, the better your chances for advancement.

You Still Need Communication Skills

Written by Robert J. Weese, Managing Partner of B2B Sales Connections:

Technology is creating a new generation who believe the only effective communication is Twitter, Facebook, LinkedIn, & text messages.

I admit you need to know how to use these technologies if you want to grow your business, but even major online social forums are incorporating the use of "in person" networking events because of the power of face to face communication.

Golden Rule of Advancement in Business: The better you can communicate on a professional level, the better your chances for advancement; and verbal communication is the most important.

Companies buy from people who can present their ideas, plans, and directions in an effective manner. Do you think Barack Obama got where

he is today because of his text messaging skills? Whether verbal or nonverbal, let's face it – communication isn't optional.

People want to do business with people they like. You have heard the old saying "you can't judge a book by its cover". Unfortunately for all of us, the biggest impact of our first face to face meeting is the judgments we all make.

Another important point to remember is when we do speak, people are listening more to how we say things than just what we say. Your volume, tempo, pitch, rhythm and clarity are very important. If people have a hard time understanding you or you speak in a mono-tone, you will have trouble connecting.

The secret here is to remember "you never get a second chance to make a first impression". You need to go beyond just making a good first impression. You must create a lasting impact.

When you make a sales call, attend a networking meeting or even go to a social event, you need to have a well thought-out, prepared and rehearsed introduction or elevator pitch. It should be no more than 30 to 60 seconds in length and briefly tell your listener what you or your business can do for your clients. What success have you created for others? It needs to be free of jargon and technical terms, especially if the person is not from your industry.

Ask a friend or business associate to critique what you say. You want to make sure when you are finished the other person is not thinking "so what" or "I don't care". The goal is to have the other person thinking "tell me more".

What's in it for me? The most powerful elevator pitches answer this question from your listener's point of view. If you can do that in less than 60 seconds you will generate more interest and create more clients.



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Ask The B2B Sales Coach

Dear B2B Sales Coach:

I seem to be using email more and more these days. Are there any email etiquette rules that I should keep in mind when writing my emails?

- Melanie, Vancouver, BC

Dear Melanie:

Email is becoming a very important business correspondence tool, however few people use it to communicate effectively. Here are some tips:

- Keep your email short and to the point. Always think to yourself, what is the purpose of this email? Know what you want and what you are asking for, and then make a short and specific request for it.
- If you are responding to an email, always answer every question that was asked. Just before you hit send, re-read the original email and make sure.
- Don't make every email "high priority". Remember the old story about the child who cried wolf? If you make every email urgent, none of them will be treated as such.
- Keep it on a business level. Smiley faces and shortcuts like "lol" are not generally understood, nor are they considered professional. Spelling and grammar also count. Using all capital letters is considered rude.
- Don't copy someone in on the email unless it is absolutely necessary. This just clutters everyone's inbox and can be confusing for the copied person because they may not be sure if they are supposed to respond or not.

For more excellent tips on email etiquette, check out www.emailreplies.com

- The B2B Sales Coach

Recommended Reading

Smarter Selling: Next Generation Sales Strategies to Meet Your Buyer's Needs - Every Time by Keith Dugdale, & David Lambert

An excellent lesson on how to put your customer's needs first, so that you build trust with your buyers, and improve your sales results.

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!