

Sales Quote of The Month:

"Never put off till tomorrow what you can do today." – Thomas Jefferson

Sales Tip of The Month:

Do what you say you are going to do, when you say you are going to do it. Breaking a commitment to a customer is worse than never having made the commitment in the first place.

To make your year end objectives, you must separate what will close now, and what will close in 2010.

November 2009

Issue 1

There Are Only 30 Selling Days Left!

Forget the Holiday Shopping Countdown, we need to be concerned with the Year End Selling Countdown!

As the end of the year approaches, companies focus on implementation deadlines and expiring budgets, and sales people focus on making their annual quotas and earning their year end bonuses. When you look at a calendar and start counting, there are only about 30 selling days left in the year to accomplish this.

As such, as a sales person, you need to know where to focus your time and efforts. You need to ensure that you know the timing of the sale for each company on your hot prospect list. Essentially, you must separate what will close now, and what will close in 2010.

Ask your prospects if they are planning to implement the solution now, or in the New Year. If they tell you it's not going to happen until the New Year, put it

in your follow up file for 2010 and move on. If they tell you it's now, however, you should focus on nothing else other than what it takes to complete that sale.

If the customer needs to see an equipment demonstration, phone them today and schedule the demonstration. If you must revise your quotation, calculate your new pricing immediately, and present it to the prospect tomorrow. If the prospect asked you a specification question, find the answer.

Review each company on your hot prospect list, realistically determine the next step to the sale, and then complete it as quickly as possible.

It is also critical to remember that the time to implement your solution affects your year end results. For example, if your product has a two week delivery time frame, and your customer wants to up and running before December 15, you need to

get your contracts signed by December 1. Does your prospect know this? If he doesn't you need to tell him.

It's typical in sales to have an increased sense of urgency when it gets close to the end of the selling cycle. On the last day of the month, we all get that "whatever it takes" mentality.

This takes on a whole new meaning t the end of the year. November and December should be treated as one long month. You must continually ask yourself, "Is this going to happen before the end of the year, and if so, what can I do to move this sale forward today?" If the answer is yes, something can be done, do it now.

Remember, with the holiday season, business virtually shuts down around December 22, not on December 31. Each day between now and then should be considered "the last day of the month". Now focus, and go out and finish your year off strong!



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Ask The B2B Sales Coach

Dear B2B Sales Coach:

If you are new to cold calling how do you know when you are ready to pick up the phone?

- Doug, Redding, CA

Dear Doug:

The short answer to your question is when you have properly planned your prospecting approach and you have a phone number!

More specifically you should have prepared the following:

- An opening statement that allows you to determine the right person you should be speaking with.
- A headline statement that generates interest and tells the prospect what is in it for him to talk to you.
- Qualifying questions to determine if you truly have a prospect for your product, and if so, when are they most likely to buy it.
- A closing statement that obtains agreement from the prospect for you both to move to the next step of the sales process, and when that takes place.

You don't wait for all the traffic lights to be green before you back the car out of the driveway in the morning. If you run into a red light, you stop, and then start moving again when the light turns green. It's the same thing with prospecting. If you run into a red light with an unsuccessful call, stop, learn from your mistakes, and then make the next one. In other words, when in doubt if you are ready or not, pick up the phone. Good luck and good selling!

- The B2B Sales Coach

Recommended Reading

The Whuffie Factor: Using the Power of Social Networks to Build Your Business by Tara Hunt

Recommended by Website Visitor, Dave Newby. - This book is about connecting with customers one on one through the use of online media. Don't let the title fool you. "It's fantastic, and I wholeheartedly recommend it!"

To recommend a good sales read, just 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 22 years of direct sales, management and executive level business to business experience. She has also written the downloadable eourses "Action Plan For Sales Success" and "Action Plan For Sales Management Success", and numerous automated sales tool.

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.