

Sales Quote of The Month:

"To raise someone's expectations then not fulfill them is worse than mediocrity." – Seth Godin

Sales Tip of The Month:

Add related products to your sales proposals. The reason fast food restaurants always ask if you want some fries with that is suggestions selling really works!

Prospects need to know they can depend on you and your company to do exactly what you tell them you will do.

October 2009

Issue 1

Do You Set The Right Expectations?

Every time a potential customer has contact with you or your company, an expectation has been set as to how the business relationship is going to work. If a website promises 24/7 technical support, it creates an expectation. Or if you promise installation within 24 hours, the customer now expects it. Why? Because you told them to!

It's been said many times that prospects must feel they can trust you before they will buy from you. But what does "trust you" really mean? It's simple really.

Prospects need to know they can depend on you and your company to do exactly what you tell them you will do. It's nothing more than that. When they believe you will fulfill your commitments, you have created the trust needed for them to buy. If you over-promise and under-deliver however, you may lose the opportunity forever.

So why do sales people

have a difficult time building trust? Because prospects have been let down before. They have been disappointed by sales representatives who made commitments they couldn't keep, and now they are leery of all sales representatives. They just don't believe you to be trustworthy, so you are going to have to prove it!

You can't change the past experiences of your prospect, but you can start early in the sales process to show the prospect how you do business.

Every time you receive a compliment from a customer, ask if you can quote them. Make a list of all of these testimonial quotes and include one or two every time you correspond with a prospect. When you send a prospecting email, include a quote from a happy customer. Include a whole list of testimonials with every proposal.

Ask for reference letters from all your customers. Have copies with you at all

times in your pitch book. Frame them and hang them on your office walls where visitors can view them. Giving prospects references before they ask for them is extremely effective in building trust.

Above all else, never make a commitment you can't keep. If you are not prepared to do service calls, don't tell customers to call you whenever there is a problem. They will only get frustrated when they get delayed in your voice mail. Provide them with a "Who to Contact When" list instead. You are the quarterback of the team, not the whole team.

Do what you said you were going to do, when you said you were going to do it, and you build trust. Exceed a customer's expectations, and you have set yourself as a trusted business advisor. Break one promise, however, and you have done more damage than if you never made the promise in the first place. Remember, when in doubt, under-promise and over-deliver!



VISIT US AT:

www.b2bsalesconnections.com

OUR BLOG:

www.b2bsalesconnections.com/
wpblog

**SALES TRAINING
& CONSULTING
SERVICES:**

TORONTO:

905-426-3394

OTTAWA:

613-825-9139

info@

b2bsalesconnections.com

**NEWSLETTER
SUBSCRIPTIONS:**

newsletter@

b2bsalesconnections.com

**ASK THE
B2B SALES COACH:**

askthecoach@

b2bsalesconnections.com

**CAREER
CONNECTIONS:**

SALES PROFESSIONALS:

candidates@

b2bsalesconnections.com

EMPLOYERS:

jobpostings@

b2bsalesconnections.com

Ask The B2B Sales Coach

Dear B2B Sales Coach:

Why don't customers and prospects ever return voice mails?

- Jim, Ottawa, ON

Dear Jim:

Voice mail is a fact of life in our profession. Most sales people, however, don't know how to properly leave a voice mail message. Below are some quick tips to improve your call back ratio:

- If you speak so fast that the recipient must listen to the message more than once to understand it, they will delete it before they will listen to it again. When you are leaving your phone number, write it down at the same time. This will ensure you are speaking slowly enough so the person will be able to write it down too.
- Cell phones can cut out. Sometimes all your recipient can hear is, "613-??-??295" so they have no way of calling you back if they wanted to. Always say your phone number twice, once close to the start of the message, and again at the end.
- Your client may not have your number handy when they retrieve your message. No matter how well you know the person, always leave your phone number.
- Don't always leave the same voice mail messages for prospects. Script a series of messages, each with a different benefit statement. With persistence, sooner or later one benefit message will induce the prospect to return your call.
- Tired of voice mail tag? Try leaving a detailed message on your first call. That way, if you are not available when your contact calls back, at least they can leave you the answer to your question on your voice mail.

Good luck and good selling!

- The B2B Sales Coach

Recommended Reading

Strategies that Win Sales – Best Practices of the World's Leading Organizations by Mark Marone and Seleste Lunsford

The result of extensive research, this book hits the nail on the head in discussing the higher level challenges and solutions for anyone who is responsible for the design, structure and implementation of the sales function within an organization.

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".

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.