Eight Things All Sales People Should do Before Starting *Any* Type of Sales Call

1. **Know who is attending.** No-brainer, huh? How about your last sales call – was anyone there that you didn't realize was invited? It happens to all of us. Make sure you ask. BTW, the secret benefit to asking about the attendees is that it gives you the opportunity to make sure those that need to be there are invited.

2. **Send a stimulating email the morning before your call.** Most of the people that have been invited to your sales call have no idea about the meeting until their calendar alarm goes off 15 minutes before your meeting. The morning before the sales call, send a survey, a glossary of terms, or a simple list of stimulating questions for them to ponder. BTW, the timing is critical (e.g. Wednesday morning for a Thursday sales call).

3. **Conduct research on each person.** Use LinkedIn and don't be ashamed of it – don't worry that they might see that you've checked out their profile. If someone on LinkedIn pays enough attention to know that you've checked their profile, then they appreciate LinkedIn and will be impressed with your effort. Know who you're presenting to.

4. **Ask the "are you ready for…?" question.** This works with an audience of four or less people. To figure out if your audience is in task mode of social mode, ask "are you ready for…?" Depending on the time of year, this could be anything: "Are you ready for summer? … 4th of July? … school to start?" You'll never run out of questions. Observe their answers. If the audience is tense and quick to answer in a "to-the-point" manner, they're in task mode. If they ramble and are looking for a conversation, they're in social mode. You know how to handle each type of audience, but knowing which mode they're in is the key.

5. **Shift their attention to you.** No matter how important this sales call is to you, there is a high probability that your customer secretly hopes that you cancel. When you arrive, they're thinking about an email they just received or a meeting they have with their boss tomorrow. You need to shift their attention to you by using a riddle, discussing the survey results, or getting out of the conference room and walking the site. Once you've distracted them from their current thoughts, then shift their attention to you and your presentation.

6. **Take control.** Start every sales call by taking control. Your audience wants that. They don't want to work – they want you to control the meeting. Asking questions about their scenario is great, but asking whether they want to see your presentation or dive directly into a demo is weak. You're the pro, so be the pro and take control.

7. **Start the call with anything but PowerPoint.** When you turn on the projector and begin to show a presentation on PowerPoint, Prezi, etc., your audience defaults to daydream mode. Start the sales call with anything but the PowerPoint. Open with a discussion, hand out test results, illustrate points on a whiteboard – anything but starting that projector. Keep them from drifting into default mode until you've got their engagement, and then you can turn on the PowerPoint.

8. **Let them know the end time.** If your end time is 11:30, then let them know at the opening of the sales call: "I know we are scheduled to finish at 11:30, and I commit that we'll be done by then." In fact, take it a step further and set your phone alarm at 11:20 so you have time to wrap up action items and answer questions. If the meeting needs to continue after 11:30, you can ask permission. This process will gain love from task-mode customers. Really, they'll love you for it!

VECTOR FIRM

CONNECTING STRATEGY TO ACTION

1600 South Summerlin Avenue
Orlando, FL 32806

1-321-439-3025

www.vectorfirm.com