



Determining Success in Sales

By Coach Daley

The four things that determine success in sales

1. Believe it can be done!
2. The number of prospects you see
3. The quality of the prospects
4. The quality of your presentation

Sales is about relationships, whether it's through referrals or cold call meetings. Either way you or your name has to be top of mind when the potential client realizes a need. If you're really good you can help them see the need and our solutions through sincerely discussing and working to understand his or her goals and challenges.

Number One is believe you can sell the solution to enough clients! If you or your team are constantly talking about why not, you're doomed to failure. The team is the problem. "Whether you believe you can or can't you're right"! A true sales rep will find a way to get it done, period! That's why they are worth every penny of what they get! A top notch manager will only have people that believe the goal is realistic!

Number Two is what separates the serious sales reps from the "posers". Cold calls and referrals allow you to understand what is going on in the market, who is in the market and allows you to improve your presentation. It also will allow you to bring market intelligence that may be used to improve the solution or the marketing material for the solution.

Always practice your presentation on accounts that you feel are not your prime targets. You will still get questions and objections that you can deal with and improve your future presentations. When you do get in front of a serious prospect you would like to win you'll be ready. What a chance to meet new friends that may become future clients.

Number Three is all about understanding the market (research, cold calls and referral) to determine the high quality potential clients.

Number Four is all about understanding your solutions, who might appreciate them and then doing market research to locate these potential clients. Once they find this target market they make calls to tailor the presentation to achieve the highest close rate. Once they figure out what to say, **how to say it** (so the customer sees value) and to whom (learning curve) their close rate drastically improves.

Another reason great sales reps are worth what they get paid.

- doing the research on your assumptions about our offering,
- making calls based on the results,
- refining your assumptions, doing more research and then make more calls
- learning how to put it into words the potential client understands and sees as a solution
- seeing your close rate go up.



There are few short cuts because the process improves your presentation (sharpens the saw). You have to think it through, talk about it out loud until it makes sense and then go out and test your presentation to see if it results in sales.

Your goals have to be right because this process means you have to put wood in the fire place **before heat comes out**. True sales reps know that you have to follow the three phases before you're going to see meaningful results. They dive in to get the process going so they can realize those results ASAP. They have the skill sets to understand the offering and the possible solutions it brings, they have the skills to research the market to find the businesses that will benefit from the solutions and they have the tenacity to complete all to produce results. When it's done right it makes a great product or service viable. Great solutions that are not known are worthless.