

20 PEARLS OF SALES WISDOM



CREATIVE TRAINING
SOLUTIONS

CELEBRATING 20 YEARS OF
CULTIVATING SALES RESULTS

1

Never get off the phone or end an appointment (virtual or in-person) without setting an NST or a Next Set Time. This is a date and time to talk again.

2

Make sure when you are asking for an NST, you have a purpose and payoff for them. What will be the benefit for your opportunity to talk again?

3

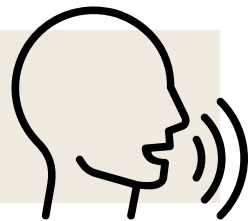
Don't let a day go by without being PROACTIVE.

4

Before you shut down for the day, make one more call. Just like finding the pearl, the one who makes just one more call is often the one who gets the sale.

5

When you're on the phone, 90% of the call is tone and only 10% is the words you say. It is not important WHAT you say it is HOW you say it that makes the difference.



6

Your pipeline is the windshield to your business. You need to maintain a constant flow in the front end of our pipeline to reap the benefits at the backend.

7

Your next question should be based on your opportunity's last answer.

8

Status quo is your #1 Competitor. When you are selling something new to your opportunities, you are a disrupter of status quo. Keep this in mind: You are the messenger of change and why should they change to you?

9

The one who asks the questions is the one who is in control of the conversation. Make sure you are in control to lead it to a desired outcome.

10

The #1 failure of sales professionals is follow up. Make sure you are following up at the designated date and time to gain the competitive edge against your competition.



11

Sales is a ratios game, not just a numbers game. Activity X Efficiency = Results (Revenue)

12

Sales is not about selling a product or service. It is about helping people achieve what they are trying to accomplish.

13

Before presenting a solution, be sure you know the 4 R's – Right person, right budget, right solution, right timing.

14

The two most important questions to ask in sales is "how" and "why".

15

The one who has the ball is the one who is in control. After every interaction with an opportunity ask yourself this: "Who has the ball?"



16

We are accountable for our own success. If you don't have the training, tools, or support you need to be successful – it's up to you to get it.

17

All responses can be anticipated, there are no surprises. Make sure you know how to handle them prior to getting on the call.

18

In sales, we are in the business of "No". Make sure to get the "No's" you need in order to find the "Yes" you want to receive!

19

When chaos hits, basics work. Don't panic. Don't try to reinvent the wheel. Hunker down and follow the foundations of good selling.

20

The world is your oyster. Cultivating your sales skills will help you find your pearl.