Understanding what it takes to sell your product or service is the key to business success. Do you know what it takes to be an effective seller, or are you wondering if you and your team make the cut? Learn if you have the right skills and attitude for selling such as motivation, follow through and creative problem solving to feel at ease closing business.

Do you have the right attitude for successful selling? Conduct a self-audit with these tips.

1. **HAPPILY ENGAGE IN CONVERSATION**
   Tap into the social aspects of selling and relish contact with others. Actively listen in sales discussions for deep engagement.

2. **SELF-MOTIVATION**
   Know what you need to do and track your own progress for constant growth. A self-motivated seller doesn’t need a lot of managing.

3. **ROCK STAR PRESENTATION DELIVERY**
   Think fearless! The most successful sellers invest two hours a week in honing their product knowledge, objection handling and sales pitch.

   - **TIP**
     - Give people a chance to discuss their passions by asking questions that let them talk about themselves.
   - **TIP**
     - Keep a daily sales journal and tally the successes, small wins and how you felt about the day’s accomplishments. Document what you did well and what you can do better.
   - **TIP**
     - Build your presentation around a story or customer case study.
4. COMMITTED TO FOLLOW THROUGH
Take each relationship as far as you can by communicating, committing to, and delivering on each piece of the process to get a deal closed.

5. LEND A HELPING HAND
Believe that you are helping better your prospects and customers with what you’re offering. Unwavering confidence in this area helps with cold calling, and all aspects of the sales cycle.

6. CREATIVELY SOLVE PROBLEMS
Experienced salespeople know that hurdles are meant to be overcome and will use creative ways to eliminate roadblocks to success.

7. RESPECT FOR PRICES, PRODUCTS AND PROSPECTS
Put forth confidence in the prices your company charges and feel strongly it’s worth every penny. This mindset will help your customers respect your asking price, thus reducing negotiations.

8. HANG IN THERE UNDER PRESSURE
Keep on selling when times get tense with a deal cycle or team. The best salespeople maintain balance throughout the highs and lows that accompany the sales process.

9. CONTINUOUS SKILL DEVELOPMENT
Connect with other salespeople’s experiences and insights to constantly sharpen your sales acumen. Watch others in action, read e-newsletters, and perpetually seek out new applications for sales techniques.
In today’s world of information overload, making an impact with a sales call is critical for thriving as a salesperson. Perfecting each step in your approach will harness the power of cold calling to get closer to what every salesperson wants — exceeding their numbers!

Want to make the perfect call every time? Let these steps be your guide.

1. **BLOCK TIME TO GET ON THE PHONE**
   Focus efforts when your prospects are available and pick up the phone. Learn which times of day or evening yield the most eventful conversations.

2. **INTRODUCE YOURSELF AND YOUR COMPANY**
   Greet prospects by name, give your full name, company name and job title. Keep it friendly and concise.

3. **GIVE THE REAL REASON WHY YOU’RE CALLING**
   Put facts first and clearly state why you’re calling. If the reason is to schedule a phone appointment or personal visit, say so.
TIPS FOR SALES SUCCESS: A STEP-BY-STEP GUIDE

HOW TO MAKE THE PERFECT SALES CALL (CONT.)

4 GET THE YES!
Drive buy-in with statements like, “I’m sure that like our customer, ABC Company, you are interested in improving in this area.”

5 SET THE APPOINTMENT
Strongly emphasize when, rather than if you’re going to meet. Ask specifically for a time to avoid confusion with open-ended questions.

6 CONFIRM CONTACT DETAILS
Double-check the correct extension number, direct dial, e-mail address and if appropriate office location.

7 FOLLOW UP WITH REMINDERS PRIOR TO THE MEETING
Think personable, short, helpful and customer service oriented like appointment reminders you get from a salon.

8 MEASURE SUCCESS
Track the number of dials it takes to make quota for closed business. Monitor the number of conversations, meetings and number of closed deals it takes to make your sales target.
When a potential customer agrees to a discovery call or first meeting, it is paramount to maximize that time. Are your discovery calls launching a business relationship, or failing to connect? Learn discovery call tactics that build rapport, generate trust, and help buyers make informed choices. Excellent preparation in these areas will create what every emerging small business wants: a consistent success in building legitimate sales pipeline.

What does every great discovery call have in common? Let this guide be your example.

1. **DO YOUR HOMEWORK**
   Zero in on what sparked willingness to speak with you, and review your lead tracking system for all related data. Spend ten minutes exploring their company website, community forums, and social media channels.

2. **FOCUS ON THEIR NEEDS**
   Put the spotlight on your prospect’s issues and establish yourself as a valued resource to help them make the right decision when they’re ready to buy.

3. **ASK UPFRONT QUESTIONS ABOUT BUYING ABILITY**
   Get to the bottom of timeframe to purchase and decision-making while steering around budget allocation questions. If they need it, they’ll find a way to pay for it.

**TIP**
Directly ask questions like, “When are you looking to have these improvements in place?”

**TIP**
Let them do 80% of the talking. Favor listening over pitching.

**TIP**
Research four names of people in your prospect’s department on LinkedIn prior to your call.
SHARE 2-3 BENEFIT STATEMENTS
Make a direct impact with 2-3 benefit statements relevant to your prospect’s pain points. Select specific topics based on what you’ve learned.

GET YOUR PROSPECT TO ELABORATE
Enable dialogue, and avoid dominating with a presentation. Think two-way conversation, and ask, “why?” to learn the true meaning of their needs.

PROVIDE SOLUTIONS TO OBJECTIONS
Know the difference between an objection and a question that’s a desire to learn more. Clarify issues and illustrate how your product or service will address their concerns.

ESTABLISH UNDERSTANDING AND AGREEMENT
Restate details of your prospect’s needs and understanding of how you help their business. Use notes jotted down during the call.

MEASURE SUCCESS
Create business metrics that allow measuring the time between sales stages. Generate customized pipeline reports based on discovery call criteria.
In today’s fast-paced world, anyone involved in growing a business will need to use voice mail to reach out to a prospect. Do your voicemails inspire a call back or a quick delete? Master the art of the voice mail such as the ideal length, tone and format. When used correctly, these small improvements will result in what every salesperson desires: a call back from a prospect curious to learn more.

What makes a perfect voicemail? Use this guide to ensure a call back.

1. **USE A SCRIPT**
   Refer to a script or basic guide to consistently deliver the same message.

2. **EMPHASIS**
   Perfect the right tone to maximize the short amount of time you have in a voicemail.

3. **REASON FOR THE CALL**
   Ask for the sale, meeting, or result you are looking for to qualify your lead and move them along in your sales pipeline.
TIPS FOR SALES SUCCESS: A STEP-BY-STEP GUIDE
HOW TO LEAVE THE PERFECT VOICEMAIL (CONT.)

4. REFERENCE CUSTOMERS
Know enough about your prospect to know their industry and reference relevant customer names in your voicemail.

5. ASK FOR A CALL BACK
You can’t get a meeting if they don’t call you back so don’t overlook this important basic element.

6. REPEAT IMPORTANT ELEMENTS
State your name and phone number at both the beginning and end of the call.

7. TIME YOUR OUTREACH EFFORTS
Give your prospect enough time to hear your message and call you back.

8. MEASURE SUCCESS
Track the number of callbacks to determine if voicemail is worth the effort.

TIP
Create a document matching customer names to industry for easy reference.

TIP
“[NAME], could you give me a call back? My number again is [NUMBER].” It doesn’t get more direct than that, and it works!

TIP
Listen to practice recordings of your script and ask yourself if you would call this person back.

TIP
Let them know when you plan to try again to reach them.

TIP
Log an activity with a standard label whenever a prospect returns a call.
When every customer touch point has a strong impact on business, polished email communication is a must. Are your emails sparking conversation or marked as junk? Nailing down the following basics will ignite more sales discussions and assist in closing new business.

Curious how to get prospects to respond to your email? This guide will show you how.

1. **ENGAGING SUBJECT LINE**
   Personalize the subject line so it doesn’t look automated. Authenticity trumps perfection!

2. **DONT OVERDESIGN**
   An email that looks too contrived or polished can come across as trying too hard or worse yet, fake.

3. **BUILD RAPPORT**
   Incorporate conversation starters based on what you have learned about your prospect through calling and additional research.

TIP
Avoid all caps, unnecessary punctuation or common selling words that could trigger spam filters.

TIP
Ditch the designed email wherever possible in favor of plain text when following up in a calling campaign.

TIP
Look up your email recipient on Linkedin or other social media outlets for clues on how to engage.
TIPS FOR SALES SUCCESS: A STEP-BY-STEP GUIDE

HOW TO SEND A PERFECT FOLLOW-UP SALES EMAIL (CONT.)

4 CASE STUDIES
Insert an appropriate customer case study that is aligned with your prospect’s industry or identified interests.

5 RECAP PROSPECTS’ QUESTIONS
Reiterate any important concerns, facts or questions uncovered in the initial qualifying phase to show intent to address them.

6 RELEVANT FILE ATTACHMENTS
Select collateral most relevant to your prospect to attach to the follow-up email, and include a brief description of the attachments in the body of the message.

7 CLOSE TO NEXT STEPS
Conclude the email by asserting what the next steps are in your process of engagement with the prospect.

8 MEASURE SUCCESS
Collect anecdotal feedback from sellers on challenges with and responses to their follow up emails as well as more traditional reports.
If you want to grow your sales and establish a transparent sales process, you need an easy-to-use Customer Relationship Management system. Salesforce allows you to store customer and prospect contact information, accounts, leads and sales opportunities in one central location.

Source: Salesforce.com Customer Relationship Survey conducted March 2013, by an independent third-party, Con/fitmit Inc., on 5,200+ customers randomly selected.
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