

FREE

For Promotional Products
Sales Professionals

Ace Your Sales Cheat Sheet



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THE **PROMO BIZ COACH™**

promobizcoach.com

Cheat Sheet to ACE YOUR SALES CALLS!

- 1 DO RESEARCH**
Prior to the call research the prospect or client.
- 2 REVIEW CRM**
If applicable, review past orders or notes for the account.
- 3 VISIT THE COMPANY WEB SITE**
Look for trigger events; trade shows, new products, anniversaries.
- 4 SET UP A GOOGLE ALERT**
Enter the company name at [Google.com/Alert](https://www.google.com/alerts)
- 5 CHECK BRANDING**
Review the company tag line, colors, logo and marketing message.
- 6 FIND BUYERS**
Review the names and profiles of all potential buyers.
- 7 HAVE A PLAN**
Know your goal for the sales call. Prepare open-ended questions.
- 8 LOOK AT SOCIAL MEDIA**
Review profiles on Facebook, LinkedIn and Twitter. Look for connections.
- 9 LISTEN AT THE MEETING**
Take notes. Focus on the client's needs.
- 10 SUGGEST NEXT STEPS**
Share ideas and case histories.
- 11 FOLLOW UP**
Ask the best time and way to follow up.
- 12 USE VARIETY**
Follow up as promised and in a variety of ways (phone, email, samples.)
- 13 SEND A THANK YOU**
Send a thank you card within 48 hours.
- 14 BELIEVE IN YOURSELF**
You are performing a valuable service and helping our economy grow.

Review this list before every meeting to ace your sales calls!

Want more sales, better clients, higher income?

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