



FUTURE FORWARD SALES™

# How to Excel in Sales

## 3 Most Important Steps

- ✓ **Ask for the sale!**
- ✓ **Don't give up** - Be persistent in a professional and timely manner.
- ✓ **Follow up** - Do what you say you're going to do when you say you're going to do it - this builds trust and establishes credibility.

## Guiding Principles

Be Prepared, Be Brief, Be Inspired, Be Gone

### ✓ Remember...

- Do your research** and utilize your resources.
- Strategically segment** clients and prospect channels - adjust and refine messaging depending on segment.
- Network** inside and outside of the organization.
- Be a valuable source** of information.
- Leverage** multiple communication channels.

### ✓ 7 Reasons People Buy

1. Simple and easy to understand and use.
2. Compatible with their current way of doing business.
3. Easy to try with little risk.
4. Delivers benefits quickly.
5. Visible in the market or media.
6. Gives them a competitive edge - internally and externally.
7. Symbolic of their values, mission, and self-image.

## Resources FOR CONSIDERATION

[How Can You Create Energized and Relevant Follow-Up?](#)

[How to Blow Them Away by Doing the Heavy Lifting](#)

["Don't Ask, Don't Get": How to Ask for the Sale](#)

[4 Sales Basics You Really Need to Know](#)

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