



When the going gets tough, the great salesperson sells more.

When the going gets tough, do you get going or do you just go away and wish this talk of a recession would stop? Tough economic times quickly separate average salespeople from excellent salespeople. Everyone can sell in good times, however, it's the truly excellent salesperson that figures out a way to make quota during tough times.

Here are some best practices from excellent salespeople who sell no matter what the economic forecast:

- a. **They watch their self-talk.** You know---that chatter in your brain that says, "*No one is buying, people are only buying on price, we are going into a recession and so is my business.*" The excellent salesperson knows he/she is in charge of their brain and choose not to rent space to such worthless dialogue. Their chatter restates the facts and says, "People are buying and I am great at finding prospects with money. Bring on the recession because that gives my competitors an excuse to stay home and watch Dr. Phil."
- b. **They evaluate every sales activity and it's ROI.** The excellent sales professional knows that tougher economic times requires kicking up the sales activity plan, getting more prospects in the pipeline to offset longer buying cycles. They make sure every networking activity is worth their time. It's fun to go to lunch with a friend; however, it's more productive to set up a lunch with a potential referral partner, a good client or prospect.
- c. **They manage their time well.** Top producers know that every wasted minute and hour takes away from their prosperity. These salespeople make daily to do lists, figure out the three highest value activities for the day and then execute. They don't say nonsense like, 'my plan is all in my head,' because top producers know plans in the head stay in the head! Top producers know that writing down goals, with a deadline, increases the completion of the goal by over 80%.
- d. **They get over themselves.** Instead of worrying about their sales woes, the excellent salesperson is constantly asking him/herself how to help their customers. They set up meetings with customers during tough economic times not just to up sell or cross sell. They set up meetings to find out what other resources might be of value to their customers, outside of their service offerings, and help them make that connection. The result is trusted advisor status which leads to client retention and raving fans.

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