



## Do Your Sales Need Dusting Off?

Spring is in the air and with it comes the ritual of spring cleaning. Most of us start attacking garages, drawers and closets in an attempt to throw out old stuff, bad stuff and too much stuff!

It's a good time to apply the same practices to your sales process. Clean up, dust off and polish key stages that will make a big difference in sales results for Q2.

**#1: Clean up that sales pipeline.** Just how long has that prospect been in the funnel? Has it been days, weeks-- years? How many times have you called the same stalled prospect to say, "I'm just checking in....?" (You are beginning to sound like a coat rack attendant, not a salesperson. ) Engage in truth telling and ask your prospect to discuss whether or not this investment is still a priority or not. It's time to apply some common sense. For example, if a colleague keeps turning you down for social events, you'd get the hint that he is "just not that into you." Your prospect is giving you the same message so listen and clean out your pipeline. Focus only on the best sales opportunities. Dust off your collection of prospects and replace them with new, fresh opportunities.

**#2: Dust off your value propositions.** When is the last time you revamped your company's sales and marketing messages? The economic meltdown of 2008 produced dramatic changes in your prospect's business. Does your value proposition reflect those changes or is your messaging the same as three years ago? Top sales organizations revisit their value propositions each year and make sure that pain statements align with the current reality of their prospects. For example, we revised several of our pain statements to better connect with potential buyers. "We work with sales teams that are frustrated with inability to get in front of the business buyer. They have found after the 2008 meltdown that decision making moved up in the corporate ladder and their sales team doesn't have relationships at the right level."

**#3: Polish your customer care program.** New business development is important for generating revenue and hitting quota. However, don't forget who brought you to the dance. Most of you have experienced some kind of customer care program; frequent flyer, frequent diner, etc. How many of you have a frequent flyer program for your best customers? How many of your customers are calling you to say, "Stop appreciating me so much." Make a list of you're A, B and C clients. Then analyze how you are rewarding each level of client for their business. Research shows that a satisfied customer is open to looking at options. A raving fan, an advocate, is much less likely to take a call or meet with a competitor. Do you have satisfied clients or raving fans?

Clean up your sales pipeline, dust off your value proposition and polish your customer care program. Spring is in the air and so are a lot of potential sales.

Good Selling!

Colleen Stanley

Chief Selling Officer

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