



etips

'Lead the Pack' Sales Training

Power vs. Power on Joint Calls

Team sales calls are common, as are joint calls by representatives and their sales managers. Don't diminish your power by letting your sales manager handle the call for you. Excluding problems your manager is along to specifically address, you, the representative should manage the call. Why? Power likes to buy from power. Rehearse the call so that you start the call and end the call. Technical support people, managers, and others can contribute throughout the call but after answering or giving information, they should always look back at you or in some verbal way give control of the call back to you. Otherwise the buyer will prefer to deal with the 'higher level' authority making it harder to close without the presence of your manager. This sends a better message to the buyer. One that says, "I am your contact with the expertise to serve you and I have a strong support team behind me."

"The power of man has grown in every sphere, except over himself." – Winston Churchill

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