

Sales etips



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Are you giving or getting?

Stop giving information and start gathering information with every call you make, whether or not if you talk to the decision maker. Ask appropriate questions and gather pertinent information about the decision maker and his or her schedule, and relevant information about the department and company. The more you know the

more reasons you are likely to find that will entice the decision maker to take your call. If you leave a message, remember to keep it brief. Don't use up the entire voice mail with a long winded message. Busy people will only hit the delete button sooner. Make it easy to call you back by leaving your number at the beginning and the end in a slow clear voice. When Lyndon B. Johnson was a freshman senator, he would leave his office as many as ten times a day to go to the bathroom. He never used his own private bathroom. He made these walks so that he could accidentally on purpose meet other senators. Johnson did this to make contacts and pick up information.

“The most powerful weapon for achievement is information.” – David Sarnoff

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