



etips

'Lead the Pack' Sales Training

Don't Get Lost in the Soup

Can you imagine boarding a commercial flight to the city of your choice and the pilot not having a flight plan? An announcement could sound like this, "Welcome aboard folks, we are going to TRY to make it over to Kansas City this afternoon." What would you think? Are your sales calls similar, using a fly by the seat of your pants approach? Pilots talk about being in the soup, meaning they are in cloud cover or fog, without visual reference to the ground. Yet they know where they are, and reach their destination safely. How do they do that? It is because they follow a system or process supported by tools like GPS, ADF and other direction and navigation instruments. How many opportunities are in your funnel that has a 'foggy' status, and you are not clear on the next steps, nor can you see what happens next? If this happens frequently, you are not being scientific in your sales approach. Selling is an art and a science. Systematically using a process is the science part. Artfully applying selling tools and skills is the art.

"Your mind, while blessed with permanent memory, is cursed with lousy recall. Written goals provide clarity. By documenting your dreams, you must think about the process of achieving them." – Gary Ryan Blair

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Sales Mastery 'Lead the Pack' Sales Training

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