



etips

'Lead the Pack' Sales Training

Forecasting

Replication of success and what works contributes significantly to shortening sales cycles and removing obstacles. For example, it is easy to forecast the consequences of not being prepared for emergencies, not having auto insurance or a myriad of similar situations. Move your sale forward or end it quickly by 'forecasting' common problems that you might routinely encounter. For example, "Often when I provide a less expensive solution, I find your current vendor will match my price." Forecasting common problems gives you a chance to resolve them, or more importantly, prevent them before investing time and energy. If you want your prospect to be up front with you, you must be upfront with them.

"An ounce of prevention is worth more than a pound of cure."

-Benjamin Franklin

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Sales Mastery 'Lead the Pack' Sales Training

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