

Sales tips



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Things don't get better by chance, they get better by change.

Solitary wolves hunt small grassland animals by moving methodically through the grass, covering the area systematically and strategically. Hunting comes naturally to the pups pouncing on bugs. Young wolves have predatory instincts, but are not expert hunters until they learn from

their elders the techniques necessary to cope with prey seasoned in self-defense.

Similarly, to be successful in building sales, use a systematic way to prospect with tools that can penetrate the learned defenses other salespeople have created for you. Track what works and what doesn't work. If you encounter the same problem repeatedly, it is time to make a change in your approach. For example, if gatekeepers consistently screen you out, your approach and or message needs to change.

“The definition of insanity is doing things the same way, hoping for a different result.” - Anonymous

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