

Sales etips



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What Play Should You Run Now?

Countless voices shout the message, "Protect our customer base! If we can keep our current customers we will survive!" There is no doubt this is great advice. However, ask yourself, "How many competitive games have been won on defense alone?" Even with a

great defense, points have to go up to overcome the starting score of zero. Now is the time to play offense. Revisit your value proposition(s) and revisit all those who are not, and should be, using your offerings. A lot has changed for many buyers in the past nine months. You want the momentum on your side starting January 1, 2010. What is your game plan? What kind of plays should you run now? Mailings? Phone calls? Networking? Walk-ins? Referrals? A twenty percent increase in activity should theoretically result in a twenty percent increase in opportunities and deals. Remember, one good play is not the answer. Consistently good offense is the answer!

"Ideas are a dime a dozen, but prospecting for new customers is priceless." Garry Duncan

Questions of the Week: "What are good ways to ensure prospecting goals are met each week?"

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