

# SALES TIP OF THE MONTH

DECEMBER 2010

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# BLS

YOUR SALES  
TRAINING PARTNER

Greetings Sales Professionals,

As we end another year, most of us are already looking ahead to next year as we finalize and implement our forecasts and budgets. The third critical sales activity fits very nicely with these major tasks. Where does your sales growth come from?

Sells Growth is where we implement our sales strategies, and is the third critical sales activity. This is the step that separates a Sales Professional from a conversationalist! Today, account penetration with existing accounts is under the microscope, especially during these interesting times. It's always been said, "It's easier to sell existing customers over new ones." The latest statistic that I have is that it costs 20 times more to land a new customer vs. serving an existing one. So, what's the problem? Unfortunately, most of us get stuck and can't get past the three or four people we work with in each account. Internal referrals is one way to get past this. When you can get to seven or eight people within a key account, other opportunities seem to crop up. I know some reps who deal with 20-30+ contacts in OEM accounts and are missing opportunities because they can't get to all of them! This is where team selling comes into play in order to cultivate and sustain the relationships over the long term. Team selling will continue to grow and is a major component to this sales activity, Sells Growth.

Another trend that I'm witnessing is the resurgence of prospecting as companies are scrambling to find new markets for sales growth. Prospecting must be a planned activity that is in alignment with your strategic initiatives. It's not a hit or miss approach today. Some companies are asking for 20% of a sales reps time be devoted to prospecting. That's two hours a day minimum or one day out of the work week. I remember when salespeople would wait until Friday afternoon and then decide to start prospecting. Can't do that today, huh? You can expect results when you standardize your prospecting process while educating and training your sales teams to implement. Provide the means to get there and watch what happens!

The last area that falls under this activity is making high-level active presentations to promote sales growth. Companies who utilize their marketing function to actively sell in sales presentations are coming out as the winner. All of us have a story to tell, don't we? You need a consistent message and a value story that is communicated from the top down. These presentations are high level and creative, allowing the mindshare to penetrate your customer account. So, get marketing involved, step out of the box, and "push the envelope," as they say. Incidentally, story telling is coming back! How creative can you be to get your message across so your customers perceive value? I'm happy to brainstorm ideas with you, so give me a call.

All of us at BLS are most grateful and appreciative to all of our customers, present, past and future! We wish all of you a most joyous holiday and wonderful gathering with your families through the season. Merry Christmas and Happy New Year!

Good Luck & Good Selling!

Bob Butler, TSP and the BLS Team