

Be prepared for your next sales call!

By Todd Bermont

Have you ever watched a baseball game before? Why is it that a ballplayer will take batting practice and fielding practice before every single game? They are professionals right? Shouldn't they know how to bat and field by now?

Of course professional ballplayers know how to bat and field. However, they also know that as simple as these fundamentals seem, that they need to be tirelessly worked on, day in and day out, to achieve peak performance.

If professional ballplayers, who earn millions of dollars, know the importance of practicing the fundamentals, every single day, how come professional salespeople don't? As a sales trainer, I have heard it a million times. *"Oh, I don't need sales training."* *"Oh, our salespeople are all seasoned. They know how to sell. They don't need training."*

How many professional salespeople earn in the millions of dollars like professional ballplayers? Not many. I submit to you the reason for this is most salespeople fail to practice simple selling fundamentals day in and day out like their athletic counterparts.

When is the last time you actually prepared for a sales call? When was the last time you broke down the call to individual components and practiced and prepared for each phase?

There are six phases to each and every sales call.

1. Introduction/Establish credibility
2. Generate Interest
3. Qualify
4. Review needs
5. Present Solution
6. Close the Sale

You should prepare for each phase of the sales call. I am sure you deal with different kinds of customers, different levels of decision makers and different personalities of customers and prospects. Will you conduct the sales call in exactly the same way each and every time? Of course not! Each and every person you talk to will have a different mindset and motivation. You will need to focus on different features, functions and benefits depending on who you talk to.

Think you don't need to prepare? Think you can just wing your sales calls? If so, just think of the professional ballplayer. As easy as it is to catch a baseball or to make a bunt, these players practice these fundamentals every single day. Perhaps you should practice the basic fundamentals of selling and be prepared for your next sales call.

Try it. Try preparing for each of the six phases for your next sales call and see how your results will improve. If you want help dusting off the fundamentals, you may want to take the ***Fundamental Selling*** program by 10 Step Corporation and developed by Todd Bermont, author of ***Cognitive Selling***.

In the program ***Fundamental Selling***, we help salespeople dust off the fundamentals of selling so to optimize the results of each and every selling opportunity. For more information on attending ***Fundamental Selling*** please visit www.10step.com or call 1-312-493-0582.

Todd Bermont is President of 10 Step Corporation, as sales training firm based out of Chicago, and author of the book *Cognitive Selling*. To learn more about selling/career books, keynote speaking and sales training by Todd Bermont, please feel free to visit www.10step.com or www.toddbermont.com.