

Sales Strategies: 2 Ways to Jump-Start Your Next Sales Call

Video Script



Prepare for next sales call with two sure-fire techniques.

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Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

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Hi, Nick Miller, welcome back. This time, a look at using information we collect during call preparation to connect with our clients or prospects fast and start meaty conversation.

We all know call preparation is important. What do we look at? The company's website, recent press announcements, information about the owners or senior managers, the company's relationship with the bank, and so on.

But how do we use that information to best effect?

Well, all kinds of ways, and here's a trick to using it to jump-start a call and accelerate the discovery process. Find something to compliment and then ask a question. Compliment warms them up. Question helps us learn something.

Here's an example. We're going to see Bob, president of Provident Exterminating. We do the industry research, we check his website. We notice Bob has distinctive trucks. So, when we start the call, we offer a compliment: "Bob, your trucks look really sharp." Or as we say here in New England, "Shaap, yah trucks look shaap." Bob says, Thanks, we're proud of the trucks."

Compliment. Warms him up. Then question: "Bob, how did you decide to mount large, red bugs on the top of your bright green trucks?" He loves to tell this story. We learn something.

Or, we're going to see Mary, president of a company that creates and manages lead generation campaigns. On her website, we see a major business journal has recognized her company for its explosive growth.

Compliment: "Mary, congratulations on your growth and the business journal recognition." She says, "Thank you." Compliment. Warms her up. Now, question: "What were the most critical decisions that fueled your growth?" She loves to tell this story. We learn something.

So....

Find something to compliment. Ask a question about it.

Shows we're prepared. Shows we're interested. They love the stories. We learn a ton. Everybody wins.