



## Top 20 Sales Tips for 2020

1. Respond promptly to inquiries. According to *Training Industry*, 63% of buyers expect a response to their inquiries the same day.
2. Use technology, but be personal. Don't rely on automated sequence responses.
3. Your ability to pursue greatly exceeds the prospect's ability to ignore.
4. Put your 2020 work plan (not business plan) in writing, sign and date it, make a copy for your manager and review it during each and every coaching session.
5. There is no such thing as time management; time manages itself very well. Everyone gets 1,440 minutes each day no matter how great or how poor a time manager we are. Become a better Priority Manager.
6. Tying into #5 above, complete this sentence: "Each week without fail I will...." (these should be measurable activities that will help win business)
7. Tying into #5 & #6 above, put those things on your calendar and guard them with great zeal and passion. It's an appointment with your most valuable customer and that person is you. Don't break the appointment.
8. Pick up the phone and call someone.
9. Ask for testimonials, reviews and introductions from your best clients. According to *Training Industry*, 69% of small businesses rely on reviews first to select potential providers
10. Stay committed to the activity. We know that it takes about 14 attempts to get in touch with a contact but most salespeople give up after 3-4 attempts. If you are simply more committed than the salesperson sitting next to you, you will see greater success.
11. Stay committed to the process. There will be moments when a prospect wants your solution but you haven't uncovered everything you require to properly identify what they need, and if you can even help. Most salespeople would jump at the idea of an interested prospect and rush their sales process to get to "the close" sooner. You are much more likely to lose a sale by pitching an unqualified opportunity than if you slowed down and were intentional with your process.

12. Stay committed to your beliefs. Don't sell off of price or discount. If you are selling a quality product, believe in the quality and don't waver. Not every prospect is going to be a fit for your business and that's okay. Go find more that do and don't settle.
13. Stay committed to commitment. If you aren't willing to do whatever it takes to be successful, then you have what we call "conditional commitment". Great salespeople are committed to doing what is required to be successful—even when the going gets tough.
14. Celebrate the wins and learn from the losses.
15. Salespeople— have a reasonable sense of urgency around selling. Managers—create a reasonable sense of urgency within your salespeople/teams.
16. Encourage and support each other each and every single day.
17. Fall in love with the word "no." It will stop you from wasting your time with unqualified prospects. There is no reason to chase a rabbit that you will never be able to catch. Remember it is not a sin to lose a sale, but it *is* a sin to lose a sale for a reason you should have known about earlier.
18. Don't let anyone tell you "no" unless they also have the power to tell you "yes". Too many people wind up presenting to prospects who lack the authority to actually make the buying decision.
19. Stop worrying about selling somebody something, and start worrying about helping somebody. Simply have a goal of making somebody smarter for having met with you. Try to find some way to help them. Remember - takers eat well but givers sleep well.
20. Always close the initial call with this question - "Is your problem just a problem, or is it a priority?" That will help you big time with qualifying prospects.

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