



SELL BETTER
COACH BETTER
HIRE BETTER

SELL BETTER

5 Activities that Lead to Sales Success

There are 5 sales activities that you must execute on a consistent basis to be successful. These activities must primarily be **SALES** activities or what we call **GREEN** activities. **GREEN** means **GO**, which means **GO** to the **BANK**. Learn and execute these green activities below:

1. Activities that lead to getting names - networking, speaking engagements, sponsored seminars, meeting with centers of influence and/or asking for introductions
2. An outreach to assess interest or need
3. Conversations and meetings to uncover a buyer's buying journey
4. Gathering additional information that when the buyer is ready to select you present a 'winning' solution
5. Presentation/pitch meetings that lead to decisions

3 Sales Stats

48%

of salespeople never follow up with a prospect

2%

of sales are made on the first contact

80%

of sales are made on the 5th-12th contact

COACH BETTER Motivate Your Team

Consultative selling nor sales coaching is easy, but you must motivate your team to keep moving and to see the bigger picture to achieve success. One key term to motivate your people is **Just Keep Moving.**

Keep calling prospects, keep meeting with them, keep inquiring about the business those prospects run, keep asking powerful and insightful questions, keep finding out if there is anything you can do to help someone achieve their objectives and more.

When salespeople or sales teams fail, it is a result of one or both of two things: Effort and/or Execution. And remember: **effort requires no skill.**

COACH'S CORNER

"Our chief want is someone who will inspire us to be what we know we could be."

- Ralph Waldo Emerson

HIRE BETTER Interview Tips

When you think about hiring for a position in your organization, you are thinking about hiring the best- especially in the early rounds of looking for talent. Remember this advice when conducting interviews.

Are they coachable Every candidate you interview and eventually hire is going to come with some warts. But what you want to know is – are they coachable?

You have to be patient. Just because it's hard to find the right person, doesn't mean you should hire one that is close. Close enough isn't good enough.

Hire people who are willing to bet on themselves. When interviewing and working the compensation into the hiring contract, be bold enough to challenge the candidate to put some money at risk. If they are as good as they think they are, they will make up for it in spades in the long run.



As a Sales Leader, do you need to know if your salespeople have the skills to sell value; or, if they will likely cave on rate?

Find out with The 21 Core Sales Competency Evaluation.

Or call us at (877) 635-5371.



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We help build sales organizations.

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