

SOLID FOUNDATIONS FOR SALES CALLS

In this age of numbers and stats to measure the effectiveness of every part of the sales process, one simple practice often goes overlooked:

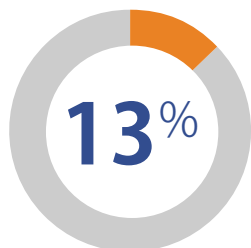


PREPARATION.

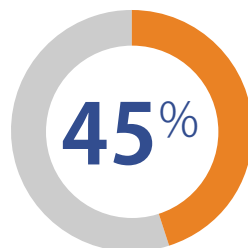
A pre-call or pre-demo plan is critical to the success of sales call.



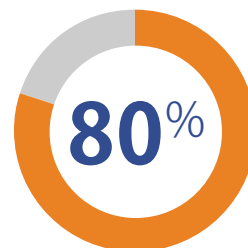
Customers who want salespeople who contact them to **research their business and industry.**ⁱ



Customers who believe salespeople demonstrate an **understanding of their business challenges and how to solve them.**ⁱⁱ



Salespeople who feel **ill-prepared for their initial conversations with prospects.**ⁱⁱ



Sales calls entered **without a completed call plan.**ⁱⁱⁱ

Want to set yourself apart? **Prepare.** Complete a pre-call plan with these 7 elements for each call, and **watch your success increase dramatically.**

7 ELEMENTS OF A PRE-CALL PLAN:

1

THE BASICS

Make sure you know the time, date, and format of the meeting.



THE BACKGROUND

What do you already know about the person or people you'll be speaking to?

2

3

THE HISTORY

What conversations or interactions have you or your team already held?



THE PURPOSE

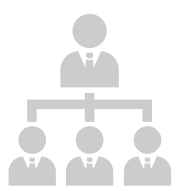
What is the overall goal of the call?

4

5

THE QUESTIONS

What do you want to learn? Create specific questions.



THE TEAM

Ensure that everyone who will be involved in the call knows their role.

6

7

THE TIMING

Aim to have your plan in place at least 1 week before the call.



BUILD A SOLID FOUNDATION. A PRE-CALL PLAN LAYS THE GROUNDWORK FOR A GREAT SALES CALL.

Becoming a master sales call architect takes time. **Instead of reinventing your sales organization** and sinking time and money into people, processes and systems,

Partner Effectively.



NuGrowth Solutions helps organizations grow their sales with pace and purpose. We hire and lead results-oriented "sales as a service" business development teams and support them with exceptional lead generation marketing. **Partner with us for sales and marketing strategy built to succeed.**

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Sources:
ⁱ <http://www.saleshift.ca/fast-facts-scary-stats/>
ⁱⁱ <http://blog.roi-selling.com/2013/09/24/you-arent-preparing-your-reps-to-make-sales-calls>
ⁱⁱⁱ <http://www.slideshare.net/salesbenchmarkindex/10-mistakes-that-kill-sales-calls>