

The Danger Signs...of a Salesperson that Needs to Rethink How They Sell

Do you want to be a great salesperson....making a good living...without working too hard...minus a few pounds of garbage from your day?

Well, I've worked with the great ones (also the near-great and the ones that never made it and are now living on the streets--the near-greats) and I can tell you that one thing that the great ones do, is make good appointments.

Sounds simple, enough, right? But it's pretty difficult—especially today when customers just seem to have less time than ever.

When I'm out there (riding with or sitting next to) a salesperson, the first thing I do is look at their calendars. If they have a lot of real sales appointments scheduled (with several coming in future weeks), I feel pretty good about what I am likely to see for the rest of the day. When they have only a few (or no) real appointments scheduled, I normally see a lot of other problems.

In fact, I've come up with a list of things that you need to review...to see if these things apply to you. The more you find, the more likely you are to become a "grate" salesperson in the future....

_____ I don't need appointments. I just drop by and my customers see me.
(Maybe that's true with your better customers but wouldn't it be better if they knew why you were coming, in advance, and maybe were prepared to talk about what you wanted to talk about?)

_____ My customers are very busy. They don't give appointments. I just have to call/drop by and hope to catch them. (So you don't offer enough value to get them to commit their time?)

_____ My customers see me but not at the appointment times. They are late or call me to reschedule, a lot. (You don't add enough value, kiddo).

_____ My customers just aren't there. I have an appointment, I call/I show up and an emergency has come up, a lot. (See answer above).

_____ I end up doing a lot of lobby calls. (See answer above).

All of these things are true for everyone, even the best, occasionally. But when these things occur on a regular basis, they are signals that you do not really

know what to say (or how to say it) to get your customers to commit to an appointment.

Remember, the sales appointment is the key building block to sales effectiveness. If you do not/cannot use them, you are giving up a key ingredient of successful selling—the customer's commitment of their time.

Think about it this way, if they are not willing to commit their time, are they really willing to commit their money? Think about it...

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