

Finishing Strong

Presented by J.W. Owens



A Perspective 101 Series



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We would all like to sell every customer on the first call.

- **Unfortunately this is not going to happen in the real world.** What we can do is shorten the sales cycle and maximize the effectiveness of follow up calls.

The key to accomplishing this is to finish strong on the initial cold call.

- If you finish up a call by saying “I’ll get back to you in a week or so to talk about this more.” there is no link between the first call and the follow-up. This means that the second (or third, or fourth) call is just a rerun of the first contact.
- After you speak to a customer, **take the following steps** to advance the sales process toward getting a commitment in the future:

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- **Summarize** the customer's needs or problems.
- **Revisit how the customer** will benefit from an ad in our publication. Make sure that this summary is phrased in terms of benefits to the customer.
- **Get the customer to commit to taking the next step.** If you are leaving information, get their commitment to review the material, if they need to collect some information or take some other action, remind them what they promised to do.
- If they said they need to talk to a decision-maker, **remind the customer of that promise and find out when they will do so.**

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- **Tell the customer what you will do for them.**

If you need to do spec art, get statistics, research like ads, or do a proposal, tell the customer what you will do before the follow-up meeting.

This demonstrates your interest in the customer.

Your commitment will make them feel obligated to take the steps they have promised to take for you.

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- **Set an exact time for the next call.**

Take out your calendar and ask the customer to do the same. Set a date for the follow up call. This establishes your image as a professional and confirms that the customer is genuinely interested in moving forward. When you agree upon a time with the customer, state the purpose of the call ***“Great, we’ll get together at 2 PM next Tuesday! I’ll will have a layout to show you and you will have had a chance to talk to your partner.”***

By doing this, you not only establish a time for the call but you have their commitment to do something for you.

- **Thank the customer** and tell them that you look forward to meeting with them again.

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- **Take notes during the call so that you know what to prepare for the follow up meeting.**

Be sure to deliver on every commitment made to the customer. This will advance the sales process and build a bond of trust with the prospect.

Make the 2nd call count by using the information you collected during the initial contact to plan your approach.

Begin the next call by **recapping** the previous meeting. Move on to the points you wish to cover, showing the customer what you have prepared.

When customers see that you have made **an effort to prepare for the call** they will feel a sense of obligation to listen to your proposal. If you have prepared art or information specifically addressing their businesses needs, they will be more involved in the sales call.

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- **Finishing strong on a sales call** and setting up a follow up appointment positions you to make a sale.
- Using this process **keeps you focused and speeds up** the sales cycle. It establishes your credentials as a professional.
- Customers can see that you have a plan and are not just wasting their time like the *“professional visitors”* who call on them masquerading as sales people.
- Adding a strong finish to your calls will lead to a strong finish in the sales ranking report.

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This is a series of Training for your
Management, Sales & Office TEAM

Good Selling !



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