

# *Finishing Strong*

Presented by J.W. Owens



A Perspective 101 Series



# Finishing Strong

**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.

# Finishing Strong

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

# Good Selling !



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