

Ask yourself... do you really know what your reps are saying when they talk with prospects or customers?

If the answer is no, stop when you finish reading this... please figure out ways for you to listen to phone calls or get in the car for some field ride along.

A little listening, then discussing the necessary switch ups in the conversation can possibly be the quickest and best way to close more deals.

Read the following two scenarios and you'll see, ***it can be this simple to up your sales reps sales-ability.***

The sales guy next door's sales call:

Sales guy: ***Hi. Is this Jane Doe?***

Other end: Yes.

Sales guy: ***I'm John Doe and I'm calling about your marketing plan.***

Other end: I have a plan.

Sales guy: ***Yes I know. It's with my company and it's time to renew.***

Other end: When is it up?

Sales guy: ***In a few months.***

Other end: Call me back.

Sales guy: ***Sure I can call you back, I call a few months early to set up the renewal because the closer you come to the renewal date to renew the prices go up.***

Other end: Call me back.

Sales guy: ***Okay I'll call you back.***

The majority of the calls really go like that!

Sales guy is not new to sales. It really shouldn't be this hard for him.

Here's my revised suggestion...

Sales guy: *Hi, This is John Doe with Jane Doe's marketing company. Is this Jane Doe?*

Jane: *Yes.*

Sales guy: *Hi Jane. Again, I'm John and am calling today because your marketing plan is up for renewal in 2 months and I want to be sure it doesn't lapse and leave you without this important marketing. Can we take a few minutes now to get your approval for renewal?*

Now you... go plan to find out what your sales reps are saying.