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VOL. 125 | NO. 248 | Wednesday, December 22, 2010

Guerrilla Sales & Marketing

## Top 10 Sales Resolutions For the New Year

LORI TURNER | Special to The Daily News

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Lori Turner

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It's that time of year when we start thinking about making New Year's resolutions. This year, why not commit to amping up your sales with these 10 sales resolutions?

Resolve to prospect every day. That may mean only calling one new prospect a day or simply researching a prospect. The key is to make prospecting a daily ritual. If you tend to procrastinate prospecting, put it at the top of the day. Just remember the sales adage, "Nothing happens until someone sells something."

Stop complaining about the market. It's a self-fulfilling prophecy. If you think you won't get business, you won't. You can get new customers if you knock on enough doors. Competing sales reps may have let market fears cripple their prospecting efforts, opening the door for you to take market share.

Invest in prep. Too many sales reps dial for dollars – calling many prospects with a canned approach. The best salespeople invest time in call prep – the research necessary to prepare for a prospect conversation. Call prep improves your closing ratio, reducing the number of prospects you have to call.

Master the "WIIFM" (What's In It For Me) call objective. It's what every prospect wants to know before they'll meet with you. If you can't answer the question, don't make the call. "I want to tell you about our services," won't cut it. If you were a prospect, what would make you accept a meeting? A friend's recommendation? A money-saving case study? Or, offering a lead?

Be original. Instead of always using the phone, mix it up. Send a personalized gift, based on your research, with a lunch invitation. Or research what event your prospect will attend, and have a common acquaintance make an introduction.

Connect first. Earn the right to talk business with prospects; connect with them first. People buy people – meaning they buy from people they like. If you've done your homework, you should be armed with several points of potential connection before your meeting.

Sharpen your probing skills. Before giving your sales pitch, ask well-thought-out, open-ended questions to uncover your prospect's deeper needs. While you may know what he needs, it's important to help him vocalize it.

Sell painkillers. Good consultative salespeople don't push products; they eliminate pain. Find out what's causing your prospect's pain. Then deliver on it, whether your products are the answer or not.

Master the assumptive close. If you've demonstrated how your product or service can address your prospect's pain, assume your prospect is buying. Ask future-focused questions, such as "Does a Friday delivery meet your needs?" or "Should we schedule the kick-off discussion for Monday?"

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RECORD TOTALS	DAY	WEEK	YEAR
PROPERTY SALES	0	0	15,505
MORTGAGES	0	0	25,267
FORECLOSURE NOTICES	0	35	10,525
BUILDING PERMITS	133	133	41,504
BANKRUPTCIES	42	46	19,262
BUSINESS LICENSES	15	15	5,424
UTILITY CONNECTIONS	101	101	27,243
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**THROUGH THE LENS**

Weekly

Many reps inquire about how the quote looks, but the assumptive close bypasses that topic entirely. Acting confidently, as though something is true, is difficult for a prospect to deny.

Get out! Out of the office that is. Make more sales calls. Network. Meet with customers. You know you need to.

Happy selling! Here's to a prosperous 2011.

*[Lori Turner](#) is managing partner of RedRover Sales & Marketing, [www.redrovercompany.com](http://www.redrovercompany.com). You can follow her on Facebook and Twitter.*

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