



***Sales Professionals of Ottawa -
What To Do Today
To Sell More Tomorrow***

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What The Top Producers Do

- Studies show 25% of all sales reps produce 90 to 95% of all sales!
- What makes the top performers different?
 - Only work with prospects at the time they are most likely to buy
 - Maximize the time they spend selling
 - Quickly and easily build credibility with prospects



It's All About The Timing!

- If you went out today and collected 10 business cards, only one of which was from a company that could buy today, what would you do with the other 9?
- If you answered anything other than file them by your next sales contact date, you are wasting sales opportunities!



When Do Prospects Buy?

- It is wrong to believe that every business in your target market can buy from you at any time.
- Must identify how often prospects reorder your product or how often they re-negotiate the contract for the use of your product.



The Right Place At The Right Time

- Knowing how often a companies can buy determines the timing of your sales opportunity
- It's not just are they a prospect, it's are they a prospect today!
 - Prescreen as you prospect to find out
 - Why waste your valuable time if they can't buy today
- If they are not a prospect today, you need to be able to determine when they will be.



Your Follow-Up File

- It is critical for you to *use* a system, & it be organized by the next contact date.
 - Not a glorified phone book!
 - Organized by the date of the next purchase
- Drastically increases your chances of being in the right place at the right time
- You must decide on your Follow-Up File structure before you start prospecting!



Studies Prove It!

- 2 out of 3 sales are made to customers who have said no not once, but 5 times!
- 75% of sales people give up after just the 1st or 2nd rejection
- Easy to see why 25% of all sales reps produce 90 to 95% of all sales.
 - These are the reps who use a Follow-Up File system and don't give up too early!



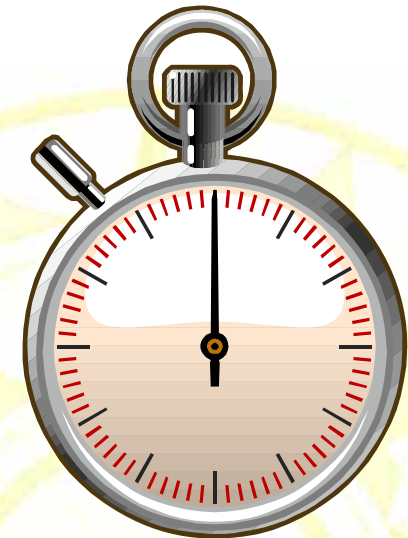
How Do You Spend Your Time?

- Studies show that sales people only spend about 25 percent of their time selling.
 - That's only 10 hours a week, or only 500 hours per year!
 - If you have a \$1 million quota, your time is worth \$2,000 per hour!
- Now imagine how much more you would produce if you could free up just one more hour a week to spend on selling!



How To Free Up Time For Selling

- Any routine task that is done over and over can and should be automated
 - Automatic price calculators
 - Proposal templates
 - Automated order entry forms
 - CRM drop down lists for data entry
 - Automated sales reports
- Delegate non sales related activities
- Practice proper sales time management



Is It Worth It?

- If you have ever thought to yourself “it certainly would save time if only I had a tool to do this”, then create it!
- It is cheaper to hire admin staff or to create an tool than to waste valuable sales time on a routine task that can be automated!
- Remember, every hour freed for selling earns you \$2000!
 - At that rate of return, an investment in the right sales tool is a smart one!



My Perception is Your Reality!

- Prospects must believe they can trust you before they take the leap of faith and buy from you.
- If you have never met your prospect before, not only do you not have trust, you could be starting in a negative position!
 - “If you are so good at what you do, why have I never heard of you before?”



Trust Can Be Built

- How can you prove that you will do what you say you will do, when you say you will do it?
 - By having others that the prospect knows or trusts tell them that you do.
 - Each time they are told, you chop a little away of the negative perceptions and you start to build trust



Where to Get Testimonials

- You have to ask for them!
 - Call 2 customers a day and ask for feed back
 - Schedule After-Sale Follow-up Calls
- What To Ask For?
 - Reference letters
 - LinkedIn recommendations
 - Email comments
 - “Can I quote you?”

LEADS

- Sales Rep of the Year for 2 consecu
- Susan A. has 5 recommendations (2 ·
- 1st Randy Whitcroft, Founder, i2r C
- 1st Allan Spurrell, Certified Energy

Vice President

- Sales Professionals of Ottawa** 
- Non-Profit; Non-Profit Organization Managem
- 2008 – Present (2 years)
- The mission of the Sales Professional
- professionals to network, exchange id
- Professionals by Sales Professionals
- Susan A. has 1 recommendation (1 c
- 1st Patrick Charlton, Director of Me

Where to Use Testimonials

- Everywhere, all the time!
 - Reference letters on the walls
 - Website
 - Email signature
 - Brochures
 - In every proposal
 - Fax cover sheets
 - Social media profiles
- Use a different testimonial every time you communicate with a prospect



Valuable Sales Tools

- A list of all your best testimonial quotes
- Customer list with recognizable company names
- Testimonial webpage



The screenshot shows a web browser window displaying the B2B Sales Connections website. The page features a navigation menu on the left with links for Home, Sales Resource Connections, Career Connections, Consulting Connections, iSTORE Connections, Company Profile, FAQs, and Contact Us. The main content area is titled "B2B Sales Connections Testimonials" and includes a section for "Job Board Services" with several testimonials. A green starburst graphic on the right says "CLICK HERE TO WIN FREE TRAINING!". At the bottom left, there is a logo for "RELAY FOR LIFE" with the text "Help Us Make Cancer History".

B2B Sales Connections Testimonials

What people are saying about us!

[Job Board Services](#)
[Sales Training Expertise](#)
[B2B Sales Knowledge](#)
[Sales Resources & Website Feedback](#)

Job Board Services

- "I am very pleased to have this many excellent candidates this quickly." - Gary E., Ontario
- "As a recruiter, I have never used a service that helped me so much. I really love the personal attention I get from everyone at B2B Sales Connections. They make my job so much easier." - Diane J., Ontario
- "I have to say I am very impressed by your process. Most, if not all recruitment organizations that I have dealt with in the past do not take the time to interact with their contacts. It makes one feel important!" - Dale M., Ontario
- "Susan, through her network was able to supply us with quality candidates for a territory in which we where having difficulty

CLICK HERE TO WIN FREE TRAINING!

Help Us Make Cancer History

RELAY FOR LIFE **RELAIS POUR LA VIE**

Conclusion

- If all sales people knew and did what the top 25 % do, then all sales people would be selling more!
 - You can always be better!



“Improve by 1 percent a day,
and in just seventy days,
you’re twice as good.”

- Alan Weiss

Comments or Questions?

- B2B Sales Connections
 - Free sales and sales management resources
 - Email: senns@b2bsalesconnections.com
 - Website: www.b2bsalesconnections.com
 - Social Networking:    