

Frequently asked questions

Some of the most common questions clients ask are:

Question **Could I make changes in house to improve sales?**

Answer Yes you can, when planning sales activities, the following five questions answered fully help maximise sales activity:

1. Looking at potential customers, how do your salespeople decide who to sell to?
2. Which of your salespeople's prospects do they contact first?
3. How can your salespeople objectively define the probability of new business?
4. What actions do your salespeople take to reduce the risk of losing their customers?
5. What actions do your salespeople take to develop new business from existing customers?

Only when you have clear, comprehensive answers for these questions can real, effective activity management begin. Once you have these answers a Sales Manger or Trainer needs to work with the salespeople to increase productivity.

Question **Would it be best to hire sales staff that are already trained?**

Answer Training is seen by shareholders as an "intangible" asset so it has been a disincentive for Sales Mangers to spend money in this area, although they are aware of the huge benefit training delivers.

Not surprising that many Sales Directors, cut back on training and look to hire people who already possess the skills needed and send them out to the field armed only with what they know. However, finding skilled staff in is not easy and is expensive. By training your own salespeople your way helps you to benchmark their abilities and develop from within, saving money on recruitment drives and interviewing.

Question **How cost effective will the training be?**

Answer Once trained salespeople are more confident in their skills they become more resilient when clients say **NO**.

Research has shown that sales people who lack training and confidence in themselves or their product are less likely to challenge the client when they say NO. Recent research from The Results Corporation PLC shows, 60% of clients buy after 5 "No's" yet 44% of salespeople give up after the first "No," 22% after the second "No" and 14% after a third

"No."

The **SMART** way to do business

121 business coach