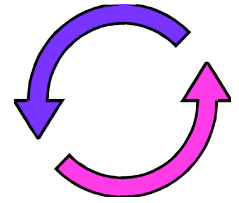




SHORTENING THE SALES CYCLE



3 Tips to Speed Up the Sale Process; Working Seamlessly Together

1) Mutual accountability; Assign homework

During most steps of the sale, there is almost always something that you and the prospect have to research, investigate, check into and pass by others, in order to move forward with the decision-making. If one of you or ideally both of you have this “homework”, then each are taking ownership of the sales process and there is mutual accountability. Try it!

EXAMPLES of “HOMEWORK”:

- *“I will look into our delivery days for your area, keeping in mind your preference of Tuesdays. Meanwhile, you can check your current contract’s end date.”*

2) Suggest and confirm next steps at the end of every phone/live call

Being professionally assertive and suggesting the *specific* next steps and the timing is to your advantage. Make it easy for the prospect. They will chime in (or should) if the timing and next steps are NOT feasible for them. The only time you won’t need to make the suggestion, obviously, is when the prospect is specific about next steps and the timing. Many times though, the prospects are vague, so it’s up to the salesperson to take control of this process.

EXAMPLES of “CONFIRMING/SUGGESTING” next steps (combining with tip#1):

- *“I’ll give you a call next Wednesday the 10th to learn of your contract end date. At that time, I’ll let you know our delivery days to your area and we can confirm your start date for our service.”*

3) Take notes on above and follow up, follow up, follow up

The first two steps are totally moot, if you don’t have a way to track/document what’s suggested and the timing. You can’t follow up if you don’t remember. If you don’t follow up, the sales process D*R**A***G****S on.....

- **WHAT IS YOUR SYSTEM FOR REMEMBERING AND FOLLOWING UP?:**