



Sales Coach Series

First published in Infomatics

Taking stock of progress

First published on 01/01/2000

So, you think you've put it all into practice? Well, to analyse your progress, ask yourself these questions:

- What knowledge of the prospect's business do you gain before making initial contact?
- Can you explain the prospect's organisational culture and values and how they regard their customers, staff and suppliers?
- Can you identify your competition and their strengths/weaknesses for each project?
- How effective are you at finding differentiators for cold-call conversations? (Keep a tally chart to record your success rate).
- What is your process for productive prospect meetings. How do you guide the conversation whilst allowing the client to talk freely?
- What evidence is there that you actively listen to your clients?
- How often do you find your contact doesn't have the authority / influence you thought?
- What actions help avoid this situation?
- How do you demonstrate your personal influence to your client?
- How are you of strategic or political value to your client?

This checklist is not a sales process guide but it may highlight action areas your competition may not have thought of! Remember - if you're on the same team as your prospect you'll both get further!