



follow through and finish

JUST SELL®

September 19, 2007



A quick sales check.

Would your prospects and customers describe you as someone who's helpful to them... truly helpful?

Do you and your team know where you are in the sales process with each of your current opportunities?

When you have a moment, please take advantage of the sales ideas and thoughts you may have missed from this month's newsletter (and/ or pass along to your team what you think they might value).

([see below](#))

- how to go beyond the “hit & run” transactional sales relationship
- why a formal sales process is fun (and needed)... includes a sample process
- a reminder to be real
- sites, guides and new wallpapers

just sell...

Sam, Jim & the Just Sell® team

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### [Webcast: Capture Your Audience in the First 6 Minutes](#)

View this 30-minute Webcast and learn how to:

- Project your personality through your presentation
- Grab and maintain your audience's attention
- Create interaction with presentation attendees

[View Now](#)



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beyond the “hit & run” sale

Consider for a moment how your prospects & customers would describe your and your team's contact efforts with them.

Would they say you're transactional or relationship-oriented?

A common sales acronym is ABC (Always Be Closing).  
A simple message. A very true message.

The challenge is to implement it without your prospect or customer feeling like you're "always trying to sell them something" with every contact. If this grows to be the perception, your access becomes limited and returned calls and emails become fewer.

This is not where you want to be.

This is a transactional relationship. It makes it extremely difficult to identify new or approaching needs. It's easily penetrated by competitors. And for those who sell to businesses, when the decision maker changes you'll be one of the last to know.

Over the next two weeks, invest some time outside the money hours\* to evaluate how you and your team currently provide value beyond the transaction and create three new ways you can improve (or start) the effort to become more relationship-oriented.

Remember, you should never be too busy to further develop your business relationship with qualified prospects & customers. These are your most important people.

[Use this link](#) for 5 ideas to get started on being more relationship-oriented in your sales efforts (and for a printable sales reminder of the money hours definition).

\* money hours: the hours in a sales day when one can talk with prospects and/ or customers... the most valuable hours of the day.

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## the fun of a formal process

You can easily be good. It requires only a small amount of effort beyond the norm.

To be one of the greats, to go to the next level requires the consistent ability to follow through and finish -- another small difference but one with the potential for tremendous results.

The best way to be sure you and your team are following through and finishing every sales opportunity is to have a deliberate and formal process to which you hold yourself and/ or your team accountable -- a fairly obvious improvement strategy that's so often set aside with the belief that it's intuitive and doesn't need to be documented.

It does.

Sales is not a game. Nothing about it should be left to chance. An effective process that ensures progress toward the goal of bringing in new customers and retaining current customers is what you and your team should strive for. Your process should be methodical, predictable and hold you and/ or your team accountable.

Fun is closing more business. Fun is exceeding expectations.

Be sure your initial sales process efforts are not wasted by a lack of follow through. Invest the time outside the money hours to create the deliberate and predictable process that will help you and your team stay on track in every sales opportunity.

[Use this link](#) for a sample sales process and a printable reminder to follow through and finish.

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be real

Be careful to minimize your efforts to say what you feel needs to be said in a sales call. The most important thing is that you learn what your prospects really want or need and why.

The simplest way to do this is to forget about yourself, your company, your products, and your competition. Focus only on the discussion. Be real. [Ask questions and listen.](#)

Care for them and they'll more likely care for you.



[Use this link](#) for a printable reminder to be real and/ or to email this thought.

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more guides, sites & tools from Just Sell®

Ready for use – it's all about sales®.

[the networking guide](#)

Networking is about contact -- contact with people -- here's how to work the room (7-page guide included)

[the closing checklist](#)

Your need-to-know points before attempting a close (includes 11 sample closing statements to ease the pain)

[saleshours™](#)

What do you and your team want to earn each year? Get a better understanding of the value of your time and pass it on to your team.

[writing better email](#)

The definitive guide to writing better email... pass it on (so we never have to endure bad email again)

[the 212 video](#)

3.5 minutes at 212°... be inspired and pass it on

[50 ways and places](#)

The top 50 ways & places to find new business... specifically (includes downloadable ebook for you and your team)

[how to listen better](#)

Your guide to one of the most important skills of selling (and managing)... includes a 17-page downloadable ebooklet for your offline reference

[the top 30 open-ended questions](#)

A chart of the most important questions for those in the world's greatest profession



[Use this link](#) to access justsell.com's sales backgrounds... motivating and useful computer desktop wallpapers for your machine.



For personal assistance, please call us in **Richmond, Virginia**  
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