



Sales Coaching Tips

Follow-Up to make money:

A major area for revenue loss comes with not following up with clients. Make sure to have a weekly block of time allocated to customer follow-ups and check in's. Note: If you have a client who says they are unsure, than ask them if it's ok if you follow up with them at a future date. Once a date has been agreed to, put it in your schedule during you follow-up time block. This will ensure that you never miss a revenue generating opportunity.

Phone block:

Many sales people shy away from phone blocks, but again this is a revenue generating opportunity. Every week allocate as many hours as you need to making client prospecting calls. These phone calls should be regularly scheduled and ongoing. Save time by making a list of who you are going to call and then at your allocated time start dialing. If you need help with motivation, then find a way to reward yourself once the calls are made.

Time Is Worth Money:

I have a client who is a professional photographer. She was always reluctant to make her dials. When she finally committed to making calls, she put a list together of everyone she had wanted to get back in touch with scheduled the time into her calendar. Literally 5 minutes after she made her first call, she sent me an email. "I can't believe it Stephanie! I called this guy who I had wanted to call for two months and never got around to it and just like that he hired me. He said he had been waiting for my call and just like that I got a \$350 dollar job". So you see, during that phone block of 40 minutes, my client made at least \$350. What is your time worth?

Phone-block Worksheet:

Average income per new client
Tier #1:
Tier #2:
Tier #3:



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Delete:

Don't hold on to accounts that will never materialize into business. A huge Time waster is running around working on proposals and pricing for a prospective account that will never materialize into a sale. If your company usually works in short sales cycles, then consider putting the brakes on chasing after accounts after 6 months. Ultimately you need to keep asking yourself. Is it worth it?

Procrastination:

It's so easy to find reasons not to get shot down when you are doing any kind of sales. Procrastination is not a kind friend. Remember that your time is worth money and if you procrastinate or put something off, then you are taking money and throwing it away. Catch yourself when you start to give yourself excuses and develop a strategy to stay on task.

Time Off:

Refresh. In order to think bigger and bolder it is important to take real time off. Respect your time off you've earned it. A real time off day is 8 hours of no work. Human beings are most productive when we move between expending energy and intermittently renewing. So think of every vacation day as a chance for renewal.

Delegate:

If the task at hand does not have to be done by you, then ask yourself who can you delegate it to? Consider this, if you can delegate work to someone that you hire like an administrative assistant, virtual administrative assistant or even an intern that you hire a few hours a week to do the work that doesn't generate income for you, how much more productive will you be. What can you achieve with that extra free time?

Write a list of all the tasks that you would like to delegate:
