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# 5 **WAYS**

Featuring  
Ashish Janiani

To increase your sales  
today!



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**SalesDiaries.com is the world's no. 1 B2B Corporate Sales Training & Coaching Platform meant for organizations of the post-covid era evolution in the corporate world.**

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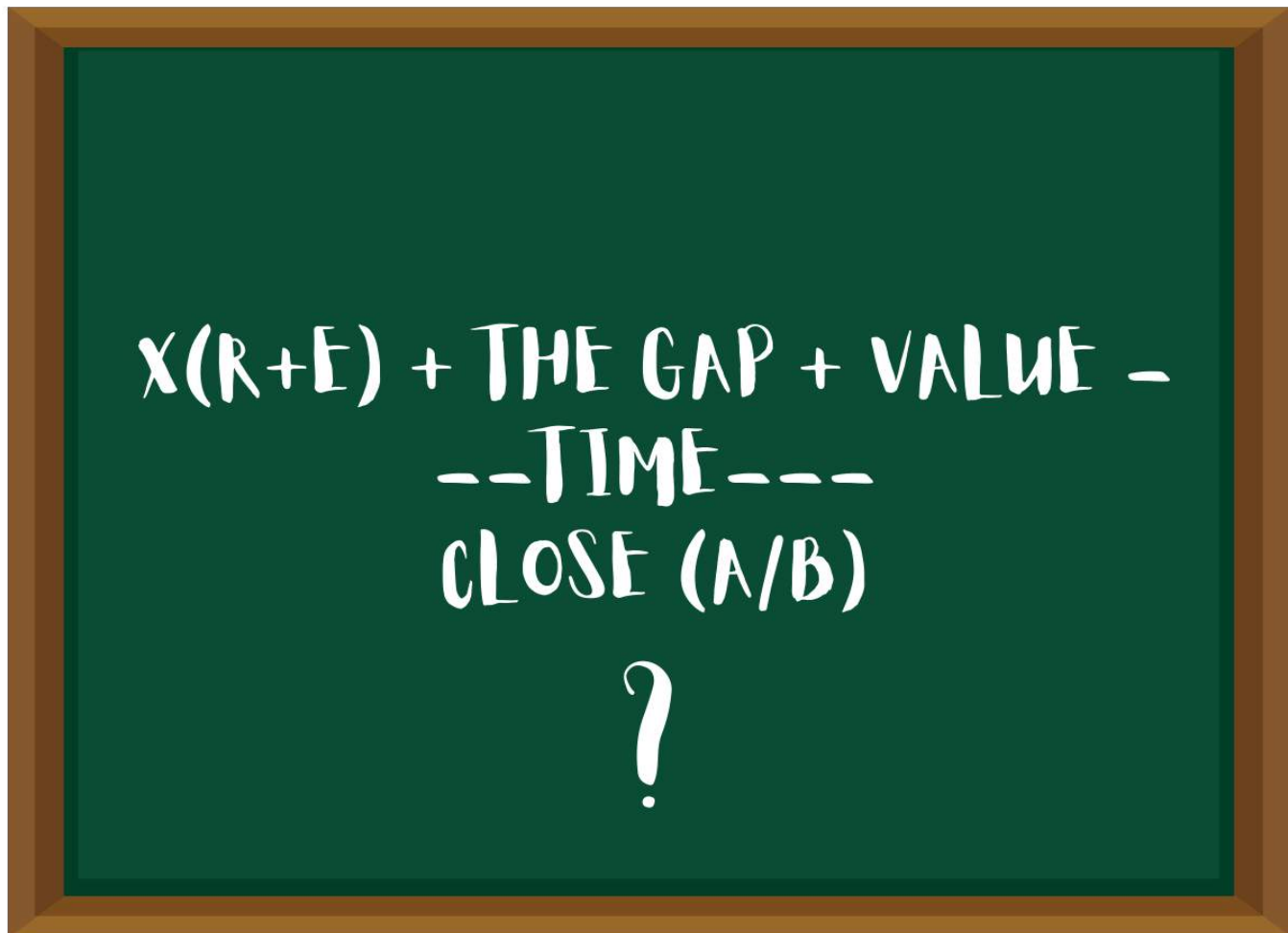


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# 5 Hidden Secrets To Exponentially Expand Your Sales

**A**ll of us are in sales, directly or indirectly. Whether it is you negotiating an argument with your spouse or colleague, teaching your kid to be a certain way, sharing your opinion with your friend over coffee about celebrities, nations, or life in general, and more commonly related presentation of your product, service, or idea to generate income. Most sales articles talk about way too many ways for you to actually implement, and though I love reading and getting insights of sales experts myself, I know the simpler and more practical anything is to use, the better the chances of a person using it.

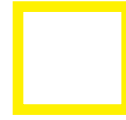
Before you start reading, the only request I have is that make sure you take your notepad out, and start taking notes or take a marker to highlight important points. In addition, if you have your phone, keep it next to you because you will be using it immediately while you are going through the tips. Let's roll!

**Tip No. 1 : Increase your pipeline by generating 50 more leads**

How?

No matter what product, service or idea you are selling, you have your target market which can be corporates, retail outlets, individuals, parents, students, or in general the public.

Go ahead and add 50 names with mobile numbers right now into your list whom you can call right after you are done with this chapter. Where do you find these numbers? Local listing site of businesses, your contact list, your friend's contact list (the cherry on this cake is that when you call, you can warm up this cold call with an introduction that you got the prospect's number from 'x' who is a very good common friend/person in the network of both of you), business cards from your previous jobs or ventures, asking people for referrals (we will talk about this more), LinkedIn, Facebook (ever checked 'personal info' on these two portals: You will be surprised how many of your future buyers have their numbers easily available here.)



## Tip No. 2 : Make calls for the next 45 minutes without prejudging

Just call these 50 people; even if you suck, just call all these, and you will be surprised how some of them will be interested in your offerings. In addition, when somebody says, 'I am busy right now, call me later,' take that as a sign of progress as this person wants you to call later, and with right amount of follow-ups you will end up with some handsome revenue.

Let's keep moving now; I want to help you grow your business right away!

## Tip No. 3 : Call your cold unconverted leads

Next, take a 15-minute break to get your notes together, and go to your list of unconverted leads from 6 months-2 years back (if you don't have it; hunt your email for a certain date range and go drop them a 'hi' real quick on that same e-mail.) Psychologically speaking, though I

don't have a certificate to show you, but only my experience across the globe, these leads are like those 'exes' who broke up a while back, but if you were single and so were they, and you called them back after a long time, you can have a sweet conversation with the possibility to hook up again.

As the wise say time heals things, similarly for those of your prospects who could not or would not buy from you previously, may be things have changed; maybe they have moved

on to a new organization which means you have doubled your chances of potential success because now you have a new person to start it fresh with at the original company and the guy/girl who moved out is may be at a position or place now where people are willing to look at your revised proposal. These old unconverted leads are money; trust me. Why don't you drop them a 'hi' in the next

45 minutes. Once you are done, let's move on to the next tip.



## Tip No. 4 : Generate referrals using the following pitch

Everybody tells you to get referrals, but most people don't tell you how. Since my mission is to increase your sales today, let's cut the bull-shit, and get to what to say on the phone or in person to generate valuable referrals. Pick your existing clients who are happy with you or if you have none, call a friend and say this:

Existing client: "Hey, Mr. Client how are you doing today?:) I called to get a feedback on if you were happy with my services and if there is anything else that I can help you with?"

### KEY NOTE:

**Make sure if there is anything they want you to improve upon, you do that first and only then ask for a referral.**

If things are good which they should be as you are calling your satisfied customers, say the following:

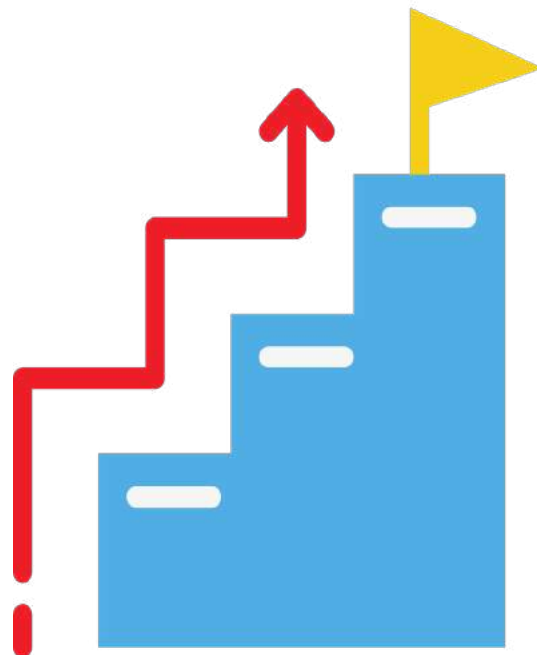
'Great, I am really really glad, I really am! The second reason I called you is because I needed your help with something very small, but important, can you help me please?' Most times this question is answered back by your prospect with a big curious, little

doubtful 'what?' You want that doubt because they are thinking it is something that will take a lot of effort, and they will be more than glad to know that all that you are looking for from your satisfied customer is a couple referrals.

Here is what you say after hearing the curious doubtful 'what?'

"I am looking to expand my business, and I just want more people to know about what I do. I request you to please share two people in your network who will be interested in knowing about what I do.

Regardless if I do business with them in the future or not, just sharing about my services would help more people know about the





hard work I am putting into my dreams. Who are the 2 people close to you in your network you trust I can drop in a 'hi' to?" Usually such humble words bring out the goodness inside most humans, and they would at least tell you that they will try.

Most of them will share with you 'sure, let me see' or a variation of such. What you want to do post this is request them to drop you a whatsapp or a text or whatever messenger service is trending in your country with the contact person's number.

Most often you will hear a 'yes.' But your job is not done yet as immediately after the call you will drop them a message thanking them for being supportive and let them know that this message is a request reminder to share the details. This step is so crucial as it almost guarantees positive results.

### **Tip No. 5 : Use the word 'RIGHT'**

This one word will change your game if you haven't understood the conscious power of using it yet. Let me give you a practical example; if I said to you 'Having a great life is important, right?' versus 'Is having a great life important?'

Try this today, and I 100% guarantee you at least 9/10 people in the 'right' case will agree with you while the latter will bring out various philosophical views to this social rapport building question. How do you use this concept in

sales? Well, you use it everywhere, when you are on the phone, you say something like, "since you are the decision maker, it is important for you to have all the information before you decide anything, right? Let's meet." Next, when you close, ask them what you are saying makes sense, right? Let's do it then.

Because as we say it in sales, if it makes sense, it makes money!

**by Ashish Janiani**  
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# Mindset OR Technique: 7 Secrets

**W**hen it comes to selling, most salespeople are concerned about technique. The focus and emphasis for salespeople in most companies and professions is about product knowledge, scripting, rapport and relationship building, presentation, customer service, and so on. All of that is important and must be highly developed if you want to be great at selling. But, there's something even more important that must come first!

A proper mindset is PARAMOUNT in sales. You can develop a won-

**“Will this be engaging?” and, “Will this be worth my time?” If the answer to either of those questions is no, then you’ll get brushed off and never have the opportunity to sell anything to those people.**



derful skillset, but if you don't have a proper mindset, that skill set is of very little use. Your prospects and clients ask themselves two questions from the very first time they meet you. “Will this be engaging?” and, “Will this be worth my time?” If the answer to either of those questions is no, then you'll get brushed off and never have the opportunity to sell anything to those people.

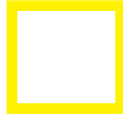
There's an energy, oftentimes subliminal, that passes between a salesperson and a prospect. You've probably had the experience of having someone have a sales conversation with you where the salesperson technically did a good job of explaining the product or ser-



vice, it was something you wanted, and she asked you to buy. And you just had a little nagging feeling that something just wasn't quite right. So, you made an excuse and didn't buy from that salesperson. You picked up an energy or vibe from the salesperson that indicated a somewhat-less-than-positive mindset, so you declined.

***So, here are the MOST important mindset considerations:***

1. You must believe totally in yourself. When you think about yourself as a salesperson, how proud are you of what you do? How much do you like yourself? How much do you think other people like you? If you aren't proud of yourself, or you say, "I'm just not a salesperson", or if you think people don't like you very much because you think there isn't



much to like about you, your chances of successfully selling consistently are almost nil.

2. You must believe in your company! How do you feel about your company? If you're not proud of your company and 100% committed to their business practices, you need to figure this piece out so that you can feel great. If you're not completely enthusiastic about your company, even if you try to fake it, your prospect will know, and they won't buy from you.
3. You must believe in your product or service. What about your products and services? How much do you believe that 'they're the best of their type on the market'? How much do you believe they're fairly priced and of tremendous value? What about the price; do you hesitate to disclose it?
4. When you go into sales conversations, your focus must be 100% on your prospects. What's important is what they think, feel, know, and want. It's about their goals; it's about what they want to change in their lives.
5. When you go into a sales conversation, if you're thinking about the disagreement you had with your significant other, about the money you'll get if your prospect buys, about how mad your boss will be if you don't make the sale, or about what you're

going to do after work today or this weekend, your mindset and your focus is in the wrong place.

6. It's not your job as a salesperson to get other people to do what you want them to do! It's your job to help them do what they want to do; you're not a jackass whisperer. You don't have to convince someone to do anything they don't want to do.
7. If you go into a sales conversation with a mindset of fear, your sale is doomed. If you're afraid, your prospect will be too. If you are afraid, your prospect will say no. Your prospect mirrors your mindset back to you.

So, by all means, build your sales skills; memorize your sales script and role-play till it's second nature, conversational, and perfect.

Moreover, learn to answer objections effectively. Use your statements and open-ended questions. Just be sure that you work even harder on your mindset and check before each conversation to make sure you're in the proper frame of mind to go into your sales conversations and thrive.

**by Hugh Liddle**

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# Ground Rules For A Sales Professional



**Always have a pen  
and paper**



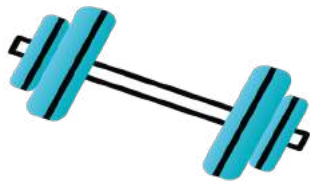
**Always get an  
“okay” on reminder**



**Set an agenda**



**Always research**



**Exercise**



**Summarise the  
meeting  
with action steps**



**Talk to the top guy**

# How Can I Get More Women To Join My Sales Team?

**T**his question was asked by one of the hundreds of B2B sales leaders in attendance at the Sales 3.0 Conference last year.

I was a panelist on-stage (along with Jillian Blackwell, Microsoft consultant services executive to the Department of Defense and U.S. Navy). Our discussion, “Beyond Lip Service: Attracting Women in Sales with Policies That (Really) Support Their Success,” was moderated by Cynthia Barnes, founder and CEO of the National Association of Women Sales Professionals (NAWSP).

**When we imagine a seller, we generally imagine a man who wears a suit and carries a briefcase. Or we think of the used car salesman. (I’ve never heard of a “used car saleswoman”—have you?)**

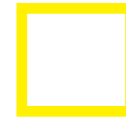
## *What attracts women to sales?*

That’s a good question, and one a lot of sales leaders are asking these days. Personally, I started in sales when I was eight years old. Imagine a child—dressed in her purple church dress, black patent leather shoes and ruffled white socks—knocking on doors and demonstrating the miraculous ZIF Spray cleanser (manufactured by Bestline) using a piece of carpet on a clipboard and a crayon. Like magic, the stain would disappear. My father was quite the sales strategist: He would drop me off at the “rich” side of the neighborhood, and send me back two weeks later with a different product to sell.

Despite this, I never dreamed of being a salesperson. In fact, I don’t know too many little girls who say, “I want to be a salesperson when I grow up!” Maybe that has something to do with perception. Let’s face it: When we imagine a seller, we generally imagine a man who wears a suit and carries a briefcase, or we think of the used car salesman. (I’ve never heard of a “used car saleswoman”—have you?)

## *What’s it really like to be a woman in sales?*

At the same time, I was raised to be and do whatever I put my mind to. When it comes to gender equality, I never felt discriminated against



or thought sales positions were only for men. In my first job out of college, I was a customer service representative for a B2B computer and office supplies company which quickly led to sales and sales leadership positions. Our salesforce was 95 percent women; together, we grew the company to \$100 million and gained the attention of many competitors.

I didn't realize that sales in general, or the industry I was in, was male dominated until a large corporation purchased that company. Then I felt the inequity—the need to work longer, harder and smarter than my male counterparts to earn their respect and have equal opportunity. I was often the only female sales leader in the room.

Even today, the sales profession continues to be dominated by men. This is particularly true at the executive level. According to CEB, now Gartner, women hold just one in five sales leadership positions and only one in four mid-level sales manager roles. The percentage of women in frontline sales management has remained flat for more than 10 years. A few years ago, LinkedIn examined its own data and found just 21 percent of all sales vice presidents on its site as women.

### ***Are women or men better at selling?***

Data suggests women are very good at selling. Gartner says women's average quota attainment is 70 percent while men's is at 67 percent. Furthermore, according to the results of the 2013 Xactly Insights Gender Study of Sales, women in sales achieve higher quotas

and usually remain in their roles longer; and companies with gender parity see above-average revenue, market share, and profitability. I also know of at least one study—from Gong.io, based on data related to more than 30,000 sales calls—which shows women are more successful at closing deals than men.

At the Sales 3.0 Conference, we had a



lively discussion about how sales leaders can launch initiatives and create policies to attract, hire, and retain top female sales talent. Here's what was revealed.

### ***#1: Make sure your sales culture is female friendly***

What do your company's brand and image represent? Think about it: Does your culture welcome diversity, inclusion and change? If not, you may need a concentrated effort with actionable measures to rebrand or change your



culture to attract female talent. Ask women to provide inputs as you write job descriptions and create hiring profiles.

## ***#2: Review your hiring and interview processes and policies***

Smart, savvy, skilled female saleswomen are highly competitive and sought-after. About 78% of the Fortune 500 have initiatives to at-



tract more women to sales which means there is fierce hiring competition. You must set goals and commit to finding, interviewing, and hiring women.

During the interview process, eliminate your personal frame of reference or stereotypes that could cloud your judgment or narrow your vision for women in sales. Interview the candidate for job skills, not gender.

## ***#3: Take steps to retain***

### ***your women sellers***

After you hire women, make sure you have a strategy in place to retain them. Provide growth opportunities and invest in their success. One way to do this is to promote women to sales executive and leadership positions.

Having more women in leadership roles will help you attract more women in entry-level positions. Gartner Inc. found that, on average, female-led sales teams are 50% female, while male-led teams are only 25 percent female.

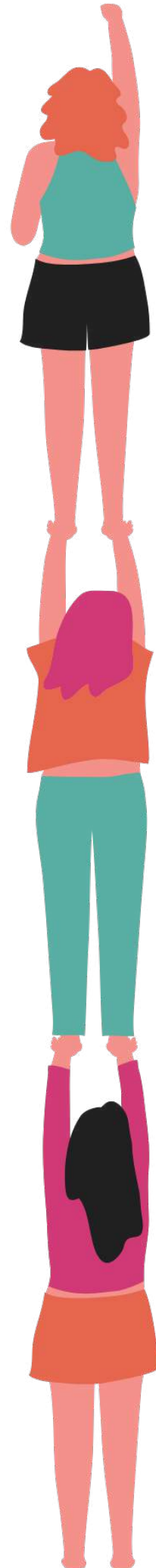
All highly successful people have mentors. Implement mentorship or mastermind programs specifically designed to address the concerns, needs and preferences of women. Eleven years ago, I co-founded a non-for-profit for 'Office Products Women in Leadership' for just that reason. Today, we remain a strong advocate for women in sales and leadership within the ever-expanding office products industry.

Make sure your company policies, programs, and initiatives appeal to and support women. Onsite daycare can help support the productivity of your women sellers who have young children. Flextime can help women on your sales team manage their schedules more effectively, in ways that suit them. When it comes to planning team building activities or offsite events, consider activities other than golf, hunting or cigar and whiskey tastings. Try a wine-and-cheese event instead of happy hour at a sports bar. Invite spouses and children to join you at conferences or sales kickoffs, and sponsor ac-

tivities the entire family can engage in and enjoy.

If you are serious about closing the gap for women in sales, then creating new systems and policies is essential. With sales constantly evolving, embracing different perspectives with gender diversity can only advance your company.

***by Krista Moore***  
***contact@salesdiaries.com***



# Why You Should Always Leave Voicemail Messages

**T** There's nothing new about voicemail – it's been around for years. But I'm prepared to make a bet with you that you've often been in a situation when you've cold called a sales prospect, thought you were being put through to them and found yourself on the receiving end of a message along the lines of 'Hello, its Joe Smith here, can't take your call right now - leave a message.'

And your heart sunk!

Even when I'm coaching seasoned and experienced sales professionals who have heard a similar message hundreds of times before, they often either hang up OR get flustered, are not quite sure what to say, blurt out a message, and afterwards wish they had given it a little more thought and were more prepared.

Does that sound familiar?

One of the most frequent questions I get asked when I'm running a sales master class is "should I leave a voicemail message or not?"

**YES!** It is essential to leave a voicemail message.

It's because people do business with people, and they buy from people. You can send them well written emails with links to your website, your photo, and free info. You can send letters, brochures, and other paraphernalia, BUT nothing can replace YOU – and leaving a well-crafted voicemail message lets them hear your voice. It's your first opportunity for them to form a picture of YOU, and form an opinion of you, your personality, and your professionalism.

It's your opportunity to secure your image in your prospect's mind, promote your personal brand, and your company's brand. There is nothing more important you can send them that will replace 'your voice.'

So, let's look at how we can construct voice messages that get listened to and responded to, which brings me right on to the 30-second rule. Your message should never be more than 30 seconds long.

That's the maximum attention span for a voicemail message for someone who



does not yet know you.

### ***It needs to include the following:***

#### **Your Name**

Your position and company name are NOT essential unless your position is impressive, and your company name has some meaning. For example, if your company name is J Smith and Sons, it tells the listener nothing. So don't waste your time with meaningless info. If on the other hand, your company name was XYZ Nuclear Waste Disposals, that would be meaningful to someone who has nuclear waste to dispose of.

#### **State whom you are calling for**

– use their name. People love to hear their own names. The sound of it is like music to them, and it shows you are calling for them; not just anyone!

#### **The precise time and date of your call**

– very few people do this, and it makes the listener sit up and take notice. It demonstrates a high degree of professionalism

**The reason for your call** – This must be a benefit to them – not a pitch about you. I'll give you an example in a moment.

**A request for them to call you back** – a call to action.

**Your telephone number** – repeated twice.

**And a thank you for listening gesture** - followed by an expectation that they will call you back.

***So let's take an example.***

### ***Here's one of mine:***

Mr. Smith, it's Bruce King calling at 10.25 AM on 3rd July.

I'm working with several companies in your sector, all of whom have been having a challenge with their sales team failing to meet or exceed their sales targets.

I've helped them to increase sales by at least 50% in the space of a few months.

I'd like to set up a meeting to discuss if you're having similar challenges and, if so, how I might help.

Please call me back on 01923-859977. I'll repeat that 01923-859977 - I look forward to speaking with you Mr. Smith later today or tomorrow once you get an opportunity to call for this important revenue discussion.

That's a good message – all the features incorporated and a BIG potential benefit to Mr. Smith, and, that too, in less than 30 seconds!

BUT that brings me on to

### ***The Rule Of 40.***

Because no matter how good your message is, you have only one chance in 40 your call will be returned the first time you leave a message. This means you almost always have to call more than once, and the average professional salesperson rarely calls more than 3 times. Most people who cold call me and leave a voicemail very rarely leave a good one, and never call back again. They quit at

ONE. This brings me on to

### *The Rule of 7*

**Most calls are returned after up to 7 excellent voicemail messages are left, and that's not going to take up a lot of your time.**

Provided you are well prepared with what you are going to say, allowing for the time it takes to dial the number and update your CRM (if you use one), we're talking about not more than 20 minutes of your time over a period of a couple of weeks per lead.

So, don't tell me it's not worth a few minutes of your time to get someone to call you back so you can have a conversation with them, arrange an appointment to meet, or whatever else you want to achieve from that conversation.

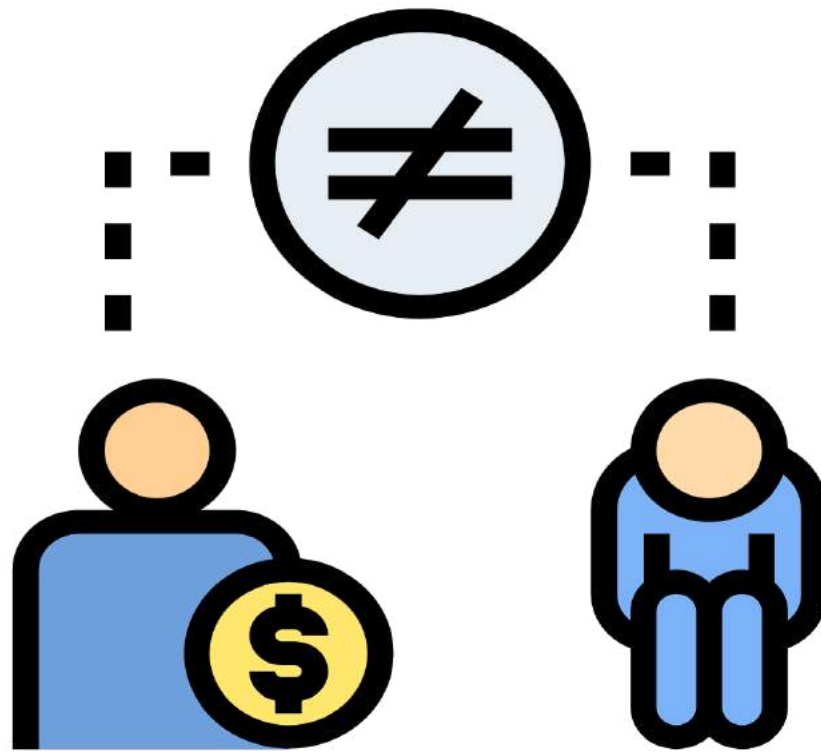
In summary, you need a series of seven messages, with a similar theme, each building on the story – the benefits you can provide. Apply the rule of seven and most people will call you back!

That's Why and How you must leave voicemail messages.

**by Bruce King**  
**[contact@salesdiaries.com](mailto:contact@salesdiaries.com)**



# Convincing is **NOT** Closing!



**X(R+E)+ THE GAP+ VALUE**  
**---TIME---**  
**CLOSE (A/B)**

**Secret Formula**

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# Dealing With Acceptance And Rejection

Throughout the sales process, you should always be listening to the questions prospects ask you; they are clues to what the prospect is thinking. The questions salespeople love to hear are the ones that signal an intent to buy including: What credit terms do you offer? Can I try it one more time? How much lead time do you need? How does the installation process work? How soon could training be started?



When you hear these musical questions, your response will lead into a natural process of taking care of the sales logistics like order forms, contracts, checks, and so on. If you've developed a good solution and you've established that it's within their price range, the buying

commitment should be a natural outcome.

However, sometimes the positive buying questions don't come and your client starts to back away from the process. There's something wrong: Either the prospect isn't giving you complete information or you've missed something along the way. What do you do? Back to the questions!

**Candidly ask, what's blocking the decision? The collaborative sales process isn't designed to put pressure on your customers; it's designed to solve their problems or help them to take advantage of opportunities.**

It's what you've done up until now that will make or break the sale. If your customer isn't sold by now, more pressure won't do it.

What's needed is more specific communication about what they need, or what you have to offer. That's why we ask open-ended questions like "Where do we go from here?" or "How should we proceed?" and "What do you see as our next step?" You're asking the customer to tell you what else she needs in order to move the process

forward so you can implement the solution you've created together.

The sales process we're showing you is a very natural process of two, or more, people sharing their information to develop a solution to a problem or need. It requires trust, respect and open communication on both sides. You can't work as partners through all the stages of the sale, and then at the end try to use a manipulative closing technique to clinch the deal. It doesn't make sense.

One of the reasons a traditional close sometimes works is that the constant pressure on the client forces him to tell you what's really holding up the sale. But if you can get the same information by communicating openly and honestly, there is no need for pressure. Getting acceptance for a sale means you've done a good job of collaborating. You can go on to assuring—the final segment of the sale.

What happens when you don't get an unqualified YES at this point?

It's possible that you may have to poke your customer to tell you what's really blocking implementation of the solution you've worked out together. Don't be afraid to ask for open honest communication about what's happening. The client promised honesty and full participation in the beginning, remember?

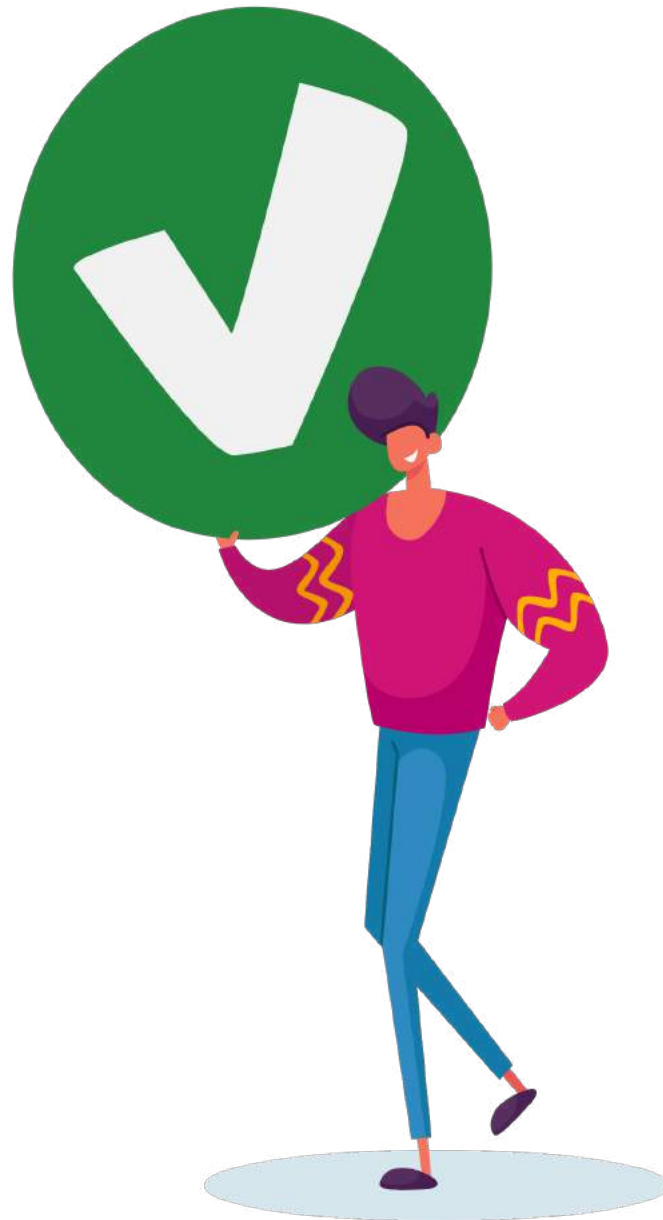
In traditional selling, the salesperson asks "closed" questions meant to force the prospect to say, "yes," such as the forced-choice or the sharp angle close. The salesperson tries to take complete control of the situation and the customer at precisely the time when the customer most wants her autonomy. She wants the right to make her own decision without being railroaded into a decision by the salesperson even if it was the decision she was already going to make. Pressure creates problems in a sales relationship. To reduce pressure, the prospect may create a smoke screen.

**A smoke screen is something that obscures the relationship or the decision-making process. Common ones are "Your price is too high," and "I want to think about it."**

Both may indicate that your customer is uncomfortable communicating their uncertainty; they're avoiding telling you their true feelings and thoughts.

Your customer may even engage in the "objection game" where they try to think up more objections than you can possibly overcome. This is a "no win" game and a signal that there is a problem with the relationship. A





thousand closing techniques won't help you here. They'll only irritate your customer and destroy the trust and respect you've built. By the way, listen to the way it sounds when you say you are going to "close" your customer. How would you like to be "closed?" It sounds like it's the end. Instead, you should simply change focus.

When you get a yes, you should always review the solution and its benefits.

Develop a complete implementation schedule and clarify the customer's expectations and success criteria. This covers things like terms and financing options, payment schedules, delivery schedules, training dates, warranty periods, servicing procedures or anything else that might not have

been covered when the prospect was selecting options. The prospect has now become a customer. You want to welcome her into the family and help her learn how to use her new product or service to her best advantage. If any assistance is needed, you want the customer to know that you are available.

By the time a salesperson gets to this stage using the process we've discussed, there is a high probability that the proposed solution will be accepted. However, there are also some reasons why it might be rejected.

We live in a rapidly changing environment — priorities change, people move on, lose their jobs or suffer a sudden loss in the stock market; once in a while a virus like covid might hit the economy in a deep way. Furthermore, companies merge, go out of business, and change directions; sometimes overnight!

The person who had the authority to purchase your product yesterday may be in a different division tomorrow. What all this change means is that in some cases, by the time you get to the end of the sales process, you may find that there is no longer a need. In others cases, you may find that you have to start the whole process over again from the beginning.

But most of the time, if you've done a good job of exploring, creating, and selecting options, you'll find that things go just as planned, and you'll be beginning a new customer relationship.

At the same time, In those cases when you do lose the sale, you'll want to make sure you don't lose the relationship.

**If things fall apart at the last minute, you can express your disappointment at not getting to work with the client, and support her as much as you can in whatever decision she makes.**

Even if he's buying a competitor's solution, offer to give her whatever help you can. The competitor's solution may not work and the customer may come back to you later for help; let her know that you will be staying in touch.

Ask for a post-sale analysis of specifically what you could have done better. You will leave with a lasting impression about your seriousness to offer better service; this can go a long way!

If you consistently ask for a post-sale analysis, you can begin to catalog the answers and spot trends or problems that you can avoid in future sales. Make notes following each call so you can evaluate your performance.

Doing that after confirmed sales would point out your strengths. For lost sales, you will discover your weaknesses by evaluating what transpired, how it affected the outcome, and how it differed from your success pattern(s).

When you get back to your office, be sure to enter the follow-up date in your tickler file, write a thank you note, and put this customer on your mailing list.



At the end of your day, sit in a quiet place, reflect on the call and use a visualization process to improve your performance. Run the “tape” through in your mind and envision what you did. Then imagine the scene again, but this time see yourself doing everything perfectly. Imagine the prospect’s reaction to your new behaviour. Remember, it’s essential to finish by visualizing a successful outcome.

Visualize your successes often. By doing so, you will reinforce the successful and effective things you do. Your mental repetition of productive behaviours will create strong working habits.

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**Let go of your mistakes.  
Trial and error is how all  
human progress is made.  
Focus on and hold a picture  
of yourself successfully  
completing each sale.**



# How Does Your Customer Perceive You?



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