SELL MORE WITH SALES COACHING

PRACTICAL SOLUTIONS FOR YOUR EVERYDAY SALES CHALLENGES

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Chapter 1: Sales Forensic Evidence Audit

To help identify which sales mistakes your team might be committing, use the Sales Forensic Evidence Audit below.

Circle all the answers that apply for you. Then go back over the ones you selected. Beside each statement in parentheses are the chapter numbers from the book, *Sell More with Sales Coaching*, to help you learn how to more effectively coach your team members who commit the corresponding sales mistakes.

Sales Forensic Evidence Audit

What do you need to increase each of your team members' sales?

Circle all that apply

1. Get clients to return/take more of my team members' **calls**. (2, 4, 7)
2. Reduce the length of my team members' **sales cycles**. (2, 6)
3. Get clients moving more quickly through my team members' **sales funnels**. (2, 7)
4. Increase my team members' **close ratios**. (2, 6)
5. Reduce my team members' **unprofitable busyness**. (2, 9)
6. Increase the sales results from my team members' **sales activities**. (2, 9)
7. Increase the amount of **repeat business** my team members earn. (3, 6, 8, 11)
8. Reduce the number of **price objections** my team members get. (3)
9. Increase my team members' **quote to sales ratios**. (3)
10. Increase my team members' **conversion of prospects to clients**. (2, 4, 5, 6, 10)
11. Increase the number of **referrals** my team members earn. (3, 4, 7, 8, 10. 11)
12. Reduce the number of client **complaints on the Internet**. (5, 11)
13. Reduce the number of client **complaints the company gets**. (5)
14. Help my team members **sell more**. (3, 4, 6, 8, 9, 10)
15. Increase the effectiveness of my team members' **prospecting** efforts. (6, 10)
16. Increase the number of **sales appointments** my team members book. (7, 10)
17. Increase the number of **follow-up appointments** my team members receive. (7, 11)
18. Reduce the **length of time** it takes my team members to close. (7, 8)
19. Increase my team members' **long-term business**. (8, 10, 11)
20. Increase the results my team members get from **referrals**. (11)

Chapter 2: Decision-Maker Preparation

Preparation can ensure you're certain and accurate about who's buying. Use the chart below to think through and prepare for your sales conversations.

Fill out this chart for each of the products you sell.

Product ______________________________

Column 1	**Column 2**	**Column 3**	**Column 4**	**Column 5**
List each of the potential decision makers for this product by title or role.	What would interest the decision maker(s) listed in Column 1 in this product?	What potential concerns may the decision maker(s) listed in Column 1 have about this product?	What potential buying criteria may the decision maker(s) listed in Column 1 use in their buying decision?	What questions could you ask the decision maker(s) to address the topics of Columns 2 through 4?

Chapter 3: Why-People-Buy Preparation

Preparing more effectively for your sales interactions will help you better engage them both emotionally and logically. Use this chart to better connect with your clients' reasons and logic for buying.

You'll need one page for each problem clients experience.

The Problem ______________________________

Column 1	Column 2	Column 3	Column 4	Column 5	Column 6
List the products you offer that solve this problem (one per line).	What questions could you ask to discover if this product is the best solution for a client with this problem?	What would be a client's emotional reasons for buying this product?	What questions could you ask to discover and confirm a client's emotional reasons for buying?	What are the facts or logic that would cause a client to justify buying this product?	Which client of yours has had a similar reason for buying and used a similar logic to justify their decision to buy your product?

Chapter 4: Client-Focused Preparation

You can become more client-focused by spending some additional time during your sales preparation on the sales questions you can ask. Use the following exercise to develop your sales questions.

Fill out this chart for each client problem.

Problem Client Had ______________________________

Column 1	Column 2	Column 3	Column 4	Column 5
What questions could you ask to discover the effects of this problem? (time, cost, quality, results)	What questions could you ask to discover who was/ is affected by the problem? (Include who and how they were affected.)	What questions could you ask to discover the impact if the problem continued? (Include specific future concerns.)	What questions could you ask to discover the benefits if the problem went away?	What questions could you ask to discover what the client had done to deal with the problem in the past? (Include what worked and didn't work.)

Chapter 5: Product Knowledge Preparation

Sales preparation is essential to improving your product knowledge. This chart will help you clarify your product knowledge strengths and weaknesses so the sales coaching you receive is most effective.

Fill out this chart by putting an X in the box that appropriately ranks your knowledge of each product (or if you only sell one product each feature/option of the product you sell), according to your level of knowledge and your ability to use that knowledge in a sales conversation.

List the products you sell (or different features/options of the product you sell)		**Low**	**Moderate**	**Good**	**Excellent**
	Your level of knowledge of the product listed to the left.				
	Your ability to use this product knowledge in a sales conversation.				
	Your level of knowledge of the product listed to the left.				
	Your ability to use this product knowledge in a sales conversation.				

Chapter 6: Planning Preparation

Use this worksheet to analyze your patterns from the past, anticipate and prepare for your future sales interactions, and more effectively help clients.

Fill out this chart over a week, couple of weeks, or month. Be sure to put only one topic in the left section of each column and then in the right section indicate the number of times that topic occurred. There are several examples provided below.

Column 1		**Column 2**		**Column 3**		**Column 4**		**Column 5**	
Client Objections		Client Objections		Client Information Requests		Information Looked Up		Social Media Research	
Set up fees	卌 卌	Delivery	卌 卌	New version	卌 卌			Our new version and competition's	99+
		Release date of new version	卌 卌 卌						

Chapter 7: Time-Adaptive Preparation

Thorough sales preparation is a great strategy to ensure you match your sales conversations to the time your clients have. Use the following exercise to help yourself be more time-adaptive.

For each product, fill out this chart.

Product______________________________

Column 1	**Column 2**	**Column 3**	**Column 4**
Write out what you typically say about this product.	Write out the bottom-line version of what you wrote in Column 1.	Write out the short version of what you wrote in Column 1.	What could you ask a client to see which version they would prefer?

Chapter 8: Relevancy Preparation

As you know, the better prepared you are at sharing what is relevant to your clients, the more likely you will sell more. Fill out this chart based on a week's sales activity or on specific sales conversations that didn't go as well as you would like.

Column 1	Column 2	Column 3	Column 4	Column 5	Column 6
List each of the clients you had a sales conversation with.	What did you hear the client say about what was important to him/her?	Did you check with the client that what you heard was accurate?	Was your client less likely to believe or less likely to understand what you were going to share about our product?	What possible information could you have shared with your client (that matches what you wrote in Column 4)?	What supporting information would have been the most relevant for that client?

Chapter 9: Buying Cue Preparation

The more aware you are, the less likely you are to miss prospects' buying cues. You can increase your awareness through reflection and practice by using the following exercise.

Reflect over your week and fill out this chart.

Column 1	**Column 2**	**Column 3**	**Column 4**	**Column 5**
List the people you spoke with today/this week.	Which buying cues did the person in Column 1 demonstrate?	Which buying cues did you respond to in your sales conversation with the prospect listed in Column 1?	Which buying cues did you not notice or respond to in your sales conversation with the prospect listed in Column 1?	What could you have asked or said when the prospect in Column 1 demonstrated the buying cues you listed in Column 4?

Chapter 10: Pitching and Closing Preparation

To help you sell more effectively, prepare alternatives to traditional sales pitches and closes. This way, you have more natural and helpful versions of what you can say. Use the following exercise to become more client-focused.

For each product, fill out this chart.

Product ______________________________

Column 1	Column 2	Column 3	Column 4
Write out the pitches you usually use when selling this product.	Write out alternative ways you could say what you wrote in Column 1 but as an advantage to the client. (Note: The emphasis is on helping the client.)	Write out the closes you usually use when selling this product.	Write out alternative ways you could say what you wrote in Column 3 but as an advantage to the client. (Note: The emphasis is on helping the client.)

Chapter 11: Client-Friendly Preparation

As you know, top sales performers treat prospects as friends. Use the following exercise to help you become more aware of how you can become even more client friendly.

Fill out this chart based on your sales activities for the past week, couple of weeks, or month.

Column 1	**Column 2**	**Column 3**	**Column 4**	**Column 5**
List the prospects who have not responded to your messages this week/ month	What happened in your last interaction with the prospect listed in Column 1 that caused them to lose interest?	What could be the prospect's perspective of what happened (what you wrote in Column 2)?	Brainstorm what you can do to earn some goodwill from the prospect listed in Column 1.	What would be the most effective thing to do for this prospect from your list in Column 4?

Bonus Chapter: CRM Preparation for Sales Mistake Prevention

As you know, when you prevent your team members from committing sales mistakes, they'll sell more. For this exercise, integrate the ideas from this book with your company's CRM metrics to create a sales mistake prevention chart.

Follow these simple instructions and the sales mistake prevention chart will become a valuable tool to helping your team sell more:

1. Review the Forensic Evidence section from Chapters 2 through 11. You'll discover the general metrics to determine which mistakes are being committed by your team.
2. With the Forensic Evidence from each of the mentioned chapters as your guide, fill out Column 2 of the following sales mistake prevention chart using the metrics that you and your company use.
3. Using the sample sales coaching questions from Chapters 2 through 11 as your guide, write in the questions you would ask your team members in Column 3.
4. Using the content from Chapters 2 through 11, make a brief note about the key ideas that are most relevant to help your team members overcome the corresponding sales mistake in Column 4.

Sales Mistake Prevention Chart

Column 1	**Column 2**	**Column 3**	**Column 4**
Chapter and Sales Mistake	Which of your company metrics indicate the sales mistake (listed in Column 1) is occurring?	What questions can you ask to discover the details of what your team member did?	What ideas will prevent your team members from committing this sales mistake?
Chapter 2: Not Being Clear Who's Buying			
Chapter 3: Forgetting Why People Buy			
Chapter 4: Being Self-Focused			

Chapter 5: Telling Mistruths			
Chapter 6: Being Ill-Prepared			
Chapter 7: Taking Too Much of the Client's Time			
Chapter 8: Sharing What Is Not Relevant			
Chapter 9: Missing Prospects' Buying Cues			
Chapter 10: Acting Like a Traditional Salesperson			
Chapter 11: Treating Clients as Enemies			