

Your sales action planner

<p>Personal and Systems</p> <p>Keep records: visits (who & when), trials, orders, repeats, liked and didn't like, problems.</p> <p>Tickler for reminding to follow up, check internal actions by others, and sort out customer problems.</p> <p>System for coping with "he's in a meeting until 11.30"</p> <p>Remember and use names: do you need practice, or a system?</p> <p>Are there any customers with whom you are procrastinating?</p> <p>Use customer cards or ask: how can we improve our service?</p> <p>What's your self talk (there is always something to improve, but the main point is to make sure it's not negative).</p>	<p>Before a call</p> <p>Clear Objectives</p> <p>Fall-back objectives</p> <p>Visualise success</p> <p>What is your disturb list of four possible buying reasons?</p> <p>What are the major benefits to them?</p> <p>How will you handle the price objection?</p> <p>What other objections are expected, and what are your prepared replies?</p> <p>How will you close?</p>
<p>Customer Action Plan</p> <p>What is their view of us as a company?</p> <p>What is their reason for buying at all? from us?</p> <p>What extra are we doing, to delight them?</p> <p>One person must be responsible for looking after them.</p> <p>Regular meeting to check that each customer is being looked after.</p>	<p>After a visit</p> <p><i>Review, learn, improve:</i></p> <p>Did I find his personal hot button?</p> <p>Did I discover his disturb?</p> <p>Did I listen more than talk?</p> <p>Did I peel the onion on objections?</p> <p>Next action =? Write it down. Is the next action with <u>you</u> not him?</p> <p>Did you discover: What are his reasons for buying from you?</p>