



Jack Daly's Sales Success Summary FOR AN INCREASE IN SALES READ THIS!

1. Each sales person should list their top 30 prospects in the order of priority. In the next column, indicate the status of the account and what has been the sales prospecting activity over the prior 90 days. In the next column, list the top hurdles in the way of winning over the account, and some possible cures to leap the hurdles. Next comes a column of targeted timeline for the win. The last column on this analysis should indicate next action steps-the who will do what, by when column.

2. For those that really want to see business jump up, take the above approach with existing customers and clients, making sure to look at other locations and product lines that can be won over with those all important "inside referrals".

3. Role practice. Now that you have the activities identified as to what's needed, we suggest role practicing each scenario as if the desired appointment is indeed obtained. One person in the role practice will be the sales person, one will be prospect, and one will be observer. Suggest doing each scenario three times, with each individual wearing a different hat. This should cut down on the surprises and add to the confidence level on the real calls. On the pro golf tour, the pros try to draw on as many shots as possible from their practice and memory stores, such as "I've been here before, this is how I hit this one". To get top results, they certainly aren't "winging it".

4. To top things off, how about a short term contest? If you are the CEO/business owner/Sales Manager, step up with a 60 days duration contest with a couple solid prizes tied to results. If you are doing this on an individual salesperson level, set a special reward for yourself upon accomplishment of some predetermined result.

Tips to Increase Sales and Profits

- Be unique - from reception to voice mail.
- Never make a call without a purpose.
- Ask questions and listen.
- Selling is the transfer of trust.
- Never quote price until you establish value.
- Goals not in writing are dreams.
- People like to buy, not be sold. Help them buy.
- Trust trumps price all day long.
- Things that get measured get done.
- The best sales people are canned. Don't wing it.
- Model the masters. Learn from the best.
- People are different. Sell accordingly.
- We are what we think we are. Raise the bar!