

What is a way of responding to a customer request that will cement your future business?

As you know to succeed in sales you MUST be hungry and have a strong desire for success. One of the most valuable assets you have is your ability to respond quickly to a customer problem. This lesson will help you focus on what's important.

Are you hungry? Do you want more? To succeed in sales you MUST be hungry and have a strong desire for success.

The key question to ask yourself: "What motivates me to keep doing the things that are necessary for success?"

Am I a goal setter, do I have personal and financial goals big enough to make me do the things the failures do not like to do?

There are many sales people who are content to pick up the small orders without any desire for a bigger piece of the pie. You must be the type of sales person who looks for the opportunity to polish your skills every day. By giving your best performance on every call and always asking yourself how you could have done better - you can be classified as a true professional.

By giving in to the inner urge to take it easy, you lower your standards and your production will suffer. As a professional you always have the feeling that there are things that need to be done. Not from pressure or stress, but because you want to get them done. You are motivated by end results and keep your eyes on the big picture, the overall plan and objectives.

Do you call your customers when there is a potential problem? For example, if a product is short on their order do you call your customer in advance and let them know, or do you let it go by and hope they have enough left in stock to get them by?

When you hear a piece of news that could possibly affect one of your customers do you make it a special point to let them know, or do you assume they will get the information themselves?

When one of your customers has a problem and calls you for help, do you drop everything and do "whatever it takes" to help with the solution, or do you hesitate and hope that by the time you return the call the problem will go away?

A "sense of urgency" is a skill that can be developed with practice. By adopting an attitude of "do it now" you can solve many small problems before they turn in a lost sale or a lost customer. By taking care of things immediately you impress your customers more than you can imagine.

Small things like returning phone calls within minutes rather than hours, dropping thank you letters in the mail the same day rather than two or three days later, make a big difference.

By working with a tight, well thought out, daily schedule with long and short-range objectives reviewed daily, your sense of urgency will be at a much higher pitch.