

## ***A simple strategy used by a top sales person that made him welcome everywhere he went***

How good are your investigative skills? Do you watch detective movies and become involved in the skill they have in finding out all the personal details about the crime? Well, being in sales is a lot like being a detective. The more information you have about your customer, the more likely you are to solve the mystery of how to sell them.

Keep track of all the personal information about your customers as well as all the details of their company. It actually takes less time to stay well organized and to keep good records and files at our fingertips. There is a certain sense of satisfaction that comes from being able to find an important piece of information when it is needed.

One of the characteristics of a professional sales person is the pride they have in taking care of the details of their business.

There has been a lot of money invested in lap top computers for sales people. Yet many of these computers are merely used as order entry devices. There are software programs available for keeping track of customer information, other than simply what they ordered last time. Everyone with a lap top should look into having one of these programs. They can keep track of all the personal information about your customers as well as all the details of their company. When hooked up to your printer you can print 60 envelopes in less than a minute. You can write a letter and "merge" and print 60 individual letters in less than 10 minutes.

A hard copy file is just as important. This gives you a place to keep the information you want to discuss including point of sale, special presentations and information you have collected that pertains specifically to that particular customer.

Planning is a big part of every sales person's job. Many sales managers in industries such as real estate, life insurance and securities are the first to tell you that selling is very exact. By making a certain number of cold calls there will be a certain number of appointments, which will result in a certain number of sales.

Selling any type of products without an organized plan will produce only average or below average results. Every plan starts with a specific daily objective - a list: What are the things I have to do today?

It is always more productive to have a method, to have your path clear. Without thinking and planning ahead it seems that trouble is always waiting for us around every corner. If your sales are not what you think they should be at this point in your career the reason is simple, you have not planned enough.

The first step is to write down your goal; the second step is to break down your goal into a series of day by day steps that will lead to the end you have in mind.

Benjamin Franklin put it this way: "By failing to prepare, you are preparing to fail".