

MAXIMUM...

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MAXFACT #50

When you are telling, you are not selling. – David Sandler

Asking questions is the answer.

Learning which questions to ask and how to ask them properly are what differentiates professionals from amateurs.

If you have questions or comments about today's **Sales** message, please contact us at...

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MAXIMUM
Business Consulting, LLC
a mentor capital firm

...Sales

How does your team sell?

Whether you're a sales department of one or many, the question remains the same: Are you properly qualifying every prospect you touch? There are many other supporting questions, but this one determines your ongoing degree of sales success.



Many people “shop”, but most actually buy in order to fulfill a real or perceived need...they buy for their reasons.

So sales must be focused on discovering the need(s), qualifying the prospect, then serving the need(s) with your product/service.

Does your team deliberately focus on uncovering then satisfying needs...or simply try to coerce a transaction? The former leads to repeat customers and referrals; the latter leads to ineffectiveness or, at best, one-time sales.

Ponder This...

Is your sales team truly using a meaningful sales system or just winging it?