Good morning!

In my sales tip last week, I mentioned a Sales Vault zoom presentation called, “What Makes the Best of the Best The Best of the Best.” But I wasn’t writing it. I was rewriting it.

I first gave this presentation back in August. It went well. However, as is my custom, I took some notes after it was over so that the next time I gave it, it would be better.

That next time will be in November (I regularly rotate sales topics, adding new material constantly) and I want to make certain it’s as good as it can be.

If you ever go on a four-legged sales call with a well-established, legacy salesperson, you will notice how smooth and relaxed he or she is. Their delivery, questions, pace, and mannerisms have been repeated hundreds of times and seem second nature by now.

That’s because they are.

Have you ever thought of the perfect thing to say in the conversation or an argument two or three days after it happened?

Have you ever left a sales call, thought back on it, and said yourself, “UGH, what I should’ve said was…”

Even the best of the best will tell you no sales call is 100% perfect. However, you can always improve and, thanks to the repetitive nature of what we do, there is always another chance to do so.

Whether it be in person or via zoom, make certain to rethink your sales calls and take notes on what you should have or could have done differently.

Everything that happens in sales will happen again. By getting just a little better each time, you, too, can make that smooth and relaxed sales call.

Maybe someday, other writing about you in my latest iteration of, “What makes the best of the best the best of the best.”

Join The Sales Vault for live sales workshops, template and script downloads, sales challenge discussion groups, and archived content. Go to SalesVaultInsider.com or...

...call Bill Farquharson at 781-934-7036