



# 5-MINUTE SALES PLAN

Everyone in every organization is in sales. Every time you represent yourself or your organization, you are conveying value. Sales is helping people find solutions to their needs.

Most sales specialists agree that the most effective sales transactions are those where both parties feel like they are better off.

**Great sales people know to:**

## 1. Research the customer's needs.

Know their business, their industry, their competition, and their core issues.

## 2. Focus on the customer.

Ask clarifying, specific, and smart questions.

## 3. Suggest the right solutions for the customer's needs.

What do I or my products do to solve my customer's problem?

One of the best pieces of advice I ever got was from my dad at a trade show. I had a couple willing to buy a full case of items when they really only wanted half. My dad said, "Never sell what they don't want."

Almost everyone else is going to try to upsell. When you give people exactly what they want, they remember that. No one likes being oversold.

## 4. Acknowledge the challenges and provide options.

Hopefully, you are the solution, but sometimes you may not be. In that case, know your competition well enough to know when they are a better fit for your customer. Refer your customer to the right source and facilitate the introduction. Again—they will remember.

## 5. See the issue from the customer's perspective.

Be relatable, empathetic, and genuine. No one likes to be sold to, but people like buying. Put yourself in their shoes. How would I feel if I had this issue?

## 6. Agree to work together.

The best transactions are viewed as partnerships. "I am excited to be your partner as we move forward with

## 7. Follow up.

The sales process does not end once the transaction is completed. Stay in touch!