

SALES CALLS

Dos and Don'ts of Sales Calls

Do

- ✓ **Be prepared:** Research their business, the cultural nuances and their team structure in advance of the meeting. If an existing partner, ensure you have your stats on the business delivered (volume and revenues) in prior year and year-to-date (YTD) as well as future business booked, revenues and rates and any operational issues or feedback you have from their team or their clients (Positive and negative you can draw on in the meeting if necessary).
- ✓ **Bring a gift:** A small but thoughtful token or useful business offering that links to your business or destination is ideal as a token thank you for their time. If their office is not located in an urban centre, a local refreshment/ lunch platter or treats box (depending on time of day and size of team) is additionally helpful, particularly for meeting new clients.
- ✓ **Listen and ask questions more than you talk:** You should have a pre-prepared list of questions for them for the start of the meeting, so that you can tailor your presentation to suit them.
- ✓ **Have something new, positive and interesting to share** about your product, region, area relevant to them.
- ✓ **Have a PowerPoint or printed presentation** that is impeccably designed, with great images and a professional theme.
- ✓ **Keep the content visual**, with short factual bullet points articulated to support the main message on each slide.
- ✓ **For every feature noted - present the benefit** to them and their clients.
- ✓ **Bring additional brochures and business cards** with you to leave with them for colleagues or frontline staff as necessary.
- ✓ **Think and propose solutions that can demonstrate a Win-Win** during any business or contract negotiations. Prepare to negotiate and offer some flexibility, but know your cut off points/bottom line. Try to always have possible solutions considered as to where you can add value without necessarily incurring much cost or eating into profit margins, so you can demonstrate a willingness to bring something to the negotiation table. If you have done your research on the client and asked the right questions about their business and customer needs, you should know the things that they respond most positively to.
- ✓ **Follow up in a timely, efficient and professional manner**, summarising the conversation and confirming decisions, timelines, checking for shared understanding/agreement.

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Don't

- ✗ **Cold call.** You should never arrive without a pre-scheduled appointment which has been re-confirmed a working week before the meeting.
- ✗ **Visit during peak months, days or times.** This shows a lack of research and understanding by you about their business.
- ✗ **Roll out a standard presentation.** Always co-brand it (with their logo, it is a partnership you are trying to build after all) and tailor your sales pitch to their market, business and customer mix/needs.
- ✗ **Be precocious.** They are valued customers who are providing you with business and giving you their time...it is important to show them the gratitude they deserve.
- ✗ **Overstay your welcome.** Make sure you have pre-agreed a time for the meeting (usually 30 mins) and stick to the time you have been allocated to present, having checked with them on arrival that they are still in a position to allocate the pre-agreed time to the meeting (You never know what business operational issues or emergencies that have emerged on the day and you don't want them to have to cut you off mid-way.)