

Be PRECISE

Precision-guided success through a repeatable process

Editor's Note: In this column space of *Vet-Advantage*, we will give you insight into both basic and advanced tactical selling techniques that will help you serve customers better than ever before. But let us preface this with a warning. The material in these articles is not for salespeople who are not ready to push themselves harder than ever before. It is for the professional who seeks constant improvement, fresh ways to serve customers, and constant learners who are never satisfied with being average. If this is you, it's great to have you on board. Now let's get to work!

The definition of **PRECISE** is: distinguished from every other. If you are a salesperson, it means you have more passion, knowledge and skill than not only those you directly compete against, but also everybody your prospect or customer does business with. In short, you are the best!

To become that type of salesperson, focus on these three areas:

Posture: Sell with pride. Never complain. Lead by example.

PIC Knowledge: (Product, Industry, Competition) Dedicate 30 to 60 minutes each week to do nothing but learn something new.

PRECISE Actions: Don't fly by the seat of your pants. Perform in a repeatable and measurable way.

PRECISE Actions

P-repare: Do tons of homework before you meet with a prospect. A great start is to go to LinkedIn to check out the prospect's profile. Tons of information is there to help you customize your presentation. Also, never make a call without a clear objective. What do you want the prospect to do or say by the end of the call to get you closer to the sale? Write it down.

R-respect and Trust: Begin every conversation with, "Thank you for your time." Tell them



By Brian Sullivan

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you would like to ask them some questions so you can save them some time. This will bring the walls down and help them understand that your objective is to learn enough to find the perfect solution.

E-engage with Questions: Prepare questions in advance that will get you the information you need to craft a powerful story. After getting responses to your questions, take good notes. Those notes will become your presentation. Here is an example of prepared questions that are CLEAR to both you and the prospect:

- C**urrently using?
- L**ooked at other solutions ?
- E**njoy or find effective?
- A**lter about your current solution?
- R**esponsible for making decision?

C-onvey your Solution: Deliver a 20 second summary of your company and what makes you so special. Then focus your presentation on the information your

prospect gave you. Show excitement that proves you love what you sell.

I-ndecision: Be prepared to confidently help them over-come their indecision. If you hear the same objections regularly, prepare and practice your responses. Don't worry about it sounded scripted. It only sounds scripted if you "stink" at delivering it! Practice heals that.

S-ecure Agreement: Don't be a wimp! Your job is to get either a YES or a NO. Too many salespeople believe their job is to just deliver information and let the cus-

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tomers make an educated decision on their own. Bad thinking! A quick YES gets you an order or a step closer to the sale. A quick NO prevents you from wasting countless hours following up on an opportunity that you never had a shot at getting

E-xplore: The best time to get a prospect to say YES is when they just said YES. Ask more questions to create curiosity for another one of your solutions. Also, ask for referrals.

Armed with a passionate attitude, tons of knowl-edge, and a repeatable process like the one described above, you will distinguish yourself from 97 percent of salespeople in your industry. Remember, you don't control the size of your territory, the number of prospects, or the state of the economy. The ONLY thing you control is your attitude, knowledge and skill. Control those, and you will have found the formula to being PRECISE when serving customers.