

## Foundations of Sales

In selling, it is crucial to personalize your offering, be honest, and maintain integrity. Learn from experts, continuously expand your knowledge, and communicate effectively using plain English. Embrace role-playing and the "Mom Test" to ensure clarity. Foster teamwork and collaboration with support teams while understanding the big picture.

Research your B2B and B2C markets, attending events and joining associations. Monitor competitors without being negative and commit to being an expert in your market.

When cold calling, prepare a value statement and maintain a positive attitude. Avoid small talk and leaving voicemails. Do homework on your prospects, and establish rapport. Keep prospecting consistent and measure success by testing different pitches.

For meetings, research your audience, set goals, and tailor your presentation. Be prepared with content that is relevant and be mindful of time. Keep presentations concise, focus on benefits, and personalize your pitch. Manage pricing discussions and follow through on promises made. Understand your prospect's needs and address every question or issue.

During the closing phase, be persistent and address price objections by being flexible with payment terms. Avoid discounting; instead, offer added value. Utilize your sales manager and be aware of buying signals.

Ensure your contact is the decision-maker and be mindful of their calendar. Know when to give up on a prospect and personally deliver signed contracts when possible. Double-check paperwork and always say thank you to new clients.

Idea Sheets provide quick and actionable suggestions to drive more referrals and sales. Visit [www.referralsafe.com/asktra](http://www.referralsafe.com/asktra) frequently for new additions.