



Five Simple Rules of Selling

By:

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1. Keep Prospecting.
 - Make 3 new contacts a week, either through cold calling, networking events or referrals.
 - Use a regiment of weekly pre-approach letters to targeted groups of prospects. Create a system for yourself that ensures a consistent level of telephone prospecting activity!
2. Control and Shorten the Sales Cycle.
 - Define and document your prospect's decision-making process, evaluation criteria and timeline.
 - Target a decision date with your prospect and schedule a closing meeting (a proposal review date) early in the sales process.
 - Then define everything that needs to occur to get to that point, and work backwards from your agreed-upon decision date to schedule the rest of your selling (and the prospect's decision-making) tasks and events.
 - Send a letter or email outlining this to your prospect, and review it with them to be sure you and your prospect are on the same page.
3. Sell the Business Value of the Solution to Executives.
 - Understand your prospect's business, and the most critical issues impacting their ability to meet the company's goals and objectives.
 - Define and communicate in writing how your solution can help address your prospect's business issues by improving their capabilities in areas that will help them accomplish their business goals and objectives.
 - Do NOT focus on product features and functions with executives.
4. Keep the process moving.
 - Always schedule your next appointment before finishing the current one.
 - Send an Outlook meeting request to ensure the next meeting is on their calendar.
 - Set a specific goal/expectation for every meeting.
5. Have a plan
 - Develop a Sales Plan for your territory. Set personal activity and productivity goals, identify target groups of accounts with similar needs that you can focus your sales efforts on, and proactively schedule your travel through your territory to ensure maximum coverage.
 - Plan your sales calls. Set goals and an agenda for every meeting. Take time to learn about the account and prepare a top-ten list of questions to ask designed to develop needs and help you achieve your goals for the meeting.
 - Don't wing it - even the most skilled and experienced sales people will perform better with a plan than without one!