

Sales Checklist for Ultra-High Sales Performers

Bring VALUE to your prospect

Do RESEARCH on every prospect and their industry

Do and say things that make your client “want” to buy
(make them thirsty—sell to their wants)

Create URGENCY truthfully

Be clearly DIFFERENT than your competition

Develop and market your PERSONAL brand

Always be willing to WALK AWAY from the “little fish”

Don't be afraid to say “we may not be a good fit”

Never put all your eggs in one basket!

Use LinkedIn as a good research source and connect with prospects

Review client profiles on Facebook, Twitter and Instagram

Subscribe to and read trade mags (of the industries you are selling to)

Learn and use the language and terminology of your prospects

Know the prospect's industry laws, rules, regulations, challenges

POST THIS IN A PROMINENT PLACE IN YOUR OFFICE AND HOME

