

September 28, 2022

Hometown News Online!



Your GPS to Sales Success

As I was trying to figure out how I could get different sales techniques across to this audience, I began to think about how my GPS gives me multiple directions taking me from where I am presently to where I would like to go--always helping me arrive to my destination. I also got to thinking that all of those directions are very similar to activities we perform in sales. I recently won two awards for sales training, and I'm thrilled because I adore doing sales training and sharing my ideas/strategies/tactics. It's fun for me to think about how I can reach somebody, how I can find out what they want, and turn that want into a need.

Over the next few weeks, using GPS terminology I will give you sales ideas to generate more sales for you. Of course, in driving or selling, the direct route is the beset route! In sales, we want to go to the decision maker, the one who can quickly say "yes", "no" or "maybe!" Usually this decision maker is the president but it can also be the general manager, the product manager, the head accountant, or someone who has authority to do so. Of course, hopefully, you will have done your homework and found out who the right person is so that when you call your direct route will take you to the decision maker you identified.

Oops! Just because they have the title it might turn out they don't make the decision! Do you say "thanks a lot" and hang up or do you say "thanks for taking my call. My apologies for bothering you. Could you tell me the person to whom I need to speak about _____ (and then this is where you tell him what you had wanted to discuss with him). If you do get a name, ask him/her if they will transfer you to that person and ask if you may use his/her name as reference for being transferred. The most they can say is "no!" I've never known anyone yet who died from hearing the word, "No!" Using our GPS analogy we have just been pointed in another direction!

Next week ...the most expensive route.

With gratitude,

A handwritten signature in black ink that reads "Sylvia". The signature is written in a cursive, flowing style.

By the way, if you do need sales help, just give me a call.

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