



What does it mean when someone says they're afraid of leaving money on the table?

Every time I have heard this phrase I thought it meant that you had not properly determined the value of what you are selling so ... I looked it up!

It means **they are not as interested in a mutually-beneficial exchange as they are in seeing what they can get away with.**

Oof! That's rough. Looking at that definition it is more about an attitude of entitlement than it is about how to return value to the buyer.

If you recall I wrote about asset valuation a couple of weeks ago ... if you go through that process you ...

1. won't be leaving money on the table and ...
2. you will be caring about the buyer!

Is number two important? You bet! When doing sales training I suggest parking your ego at the door and going in with the sole purpose of helping the decision maker on the other side of the desk be successful in his/her decision to work with you because it will definitely be beneficial... to both sides.

And, if you don't take time to do an asset valuation you are not maximizing your sales process. Brian Tracy says 100 calls gets you 10 appointments gets you one sale. That's if you are approaching the sales process as one size fits all which, in today's world, doesn't work. A more efficient way to sell is to look for potential buyers that need what you have to achieve their business objectives. This can be a product, a service, a sponsorship, naming rights, media ... determining that before the sales call allows you to focus on the buyer and his/her needs in a benefits-oriented way which makes it easy for the buyer to say yes. And, instead of a 1% closing rate you can go as high as 50% BECAUSE you took time to value your offering and understand the buyer.

Would love to help you be more successful. Let me know if you need sales training or help with your valuation process ... just give me a call.

Call me at 732-946-2711

OPS - Next Wednesday I am teaching a course called HOW TO ASK FOR MONEY t the Long Branch public library ... 7 pm. It's FREE!



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