

## The Sales Solutions Action Item Compendium

From **Stop selling - and Close More business!** ([Volume 1, issue 5](#))

Think back to deals you've worked. Did you lose a deal, or delay its closure, by "overselling"? What would you have done differently? Review your current pipeline - have you identified the key selection criteria for each influencer, and for the decision maker? If not, get to it. If you have, focus laser-like on them, and make sure your prospect knows you offer the best solution on those criteria. Only introduce other features and benefits if the prospect indicates that the key ones are not enough for him to feel comfortable to proceed with you and your offering.

From **Asking for Commitment** ([Volume 2, issue 19](#))

Next time your prospect asks you to "send him some literature", agree, but reply with, "Sure, I'll be happy to. To allow you the time you need to review it, shall I give you 7 days or 10 in which to do so, before I call to continue our discussion?" Next time your prospect says, "can you bring your team in to do a demo", reply with, "Sure, and whom will you be inviting to attend the demo? May I ring them and introduce myself?" If you're not getting reciprocal commitments from your prospect equal to or greater than the ones you're being asked to make, that's a big **red flag** that you must address immediately, before even thinking about proceeding. Better to ferret out early a prospect who is unlikely to play ball with you, and who is likely, in the end, to have wasted your precious time, and instead move on to one that will work with you to achieve their objectives through an investment in your product or service.

From **Creating Urgency** ([Volume 4, issue 10](#))

Review your list of stalled deals and determine which of these tactics would be appropriate to try. For deals in which you're about to make your presentation, be sure to agree at the end of the presentation on next steps with precise dates. For deals for which you've already presented and are preparing a proposal, insist on delivering it in person. If you get push back, explain the value to the prospect of discussing it together - that you'll be able to immediately clarify anything that requires clarification. Employ these strategies and tactics, and you'll see your sales cycles shorten, and your sales figures go up.

### Category: **Communication**

From **Choose Your Words Carefully** ([Volume 2, issue 9](#))

Get out your tape recorder (if you don't have one, buy one - they're cheap). Record yourself giving your presentation using the "old" words. Play it back, and listen. Then record yourself using the "new" words, and play that back. Then compare the two, and ask yourself: which is more motivating to you as a listener, as a buyer?

The answer should be obvious.