


Sales experts  
answer your toughest  
sales success  
questions



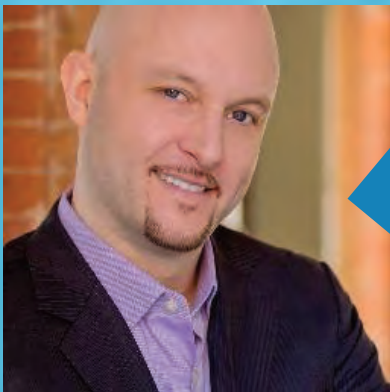
There's a lot of advice out there for salespeople, to say the least. Tips on how to find leads, build relationships, close deals, meet your quota, and so on and so forth, are everywhere.

This ebook cuts through the noise to simply give you:

**The best sales experts, answering  
the most relevant sales questions.**



# Meet the experts:



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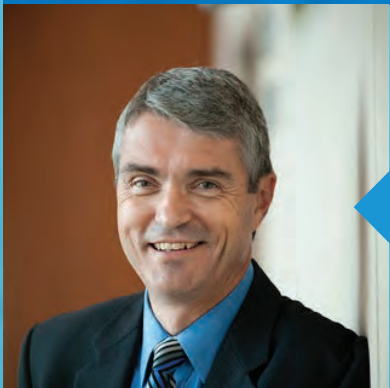
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# The four main topics

#1

If I want to be a top sales performer, which habits should I develop?

#2

What are some tips you as a sales veteran have for a young salesperson?

#3

How do winning salespeople spend 15 minutes before a call?

#4

How do winning salespeople spend 15 minutes after a call?

Read on for advice on how to be a superstar salesperson, not a status-quo salesperson.



# #1

If I want to be a top sales performer, which habits should I develop?







Anthony Iannarino, *Author, Speaker, & Entrepreneur*

“If you really want to be a top performer, there isn't a single habit you need to develop. There are ‘habits’ that you need to develop. Chief among all those habits is self-discipline. Self-discipline is the cornerstone attribute of all successful people, especially salespeople. Before you can keep the commitments you make to other people, you first have to be disciplined enough to keep the commitments you make to yourself.

- Are you going to keep the commitment you make to pick up the phone and call your prospective clients each day?
- Are you going to be disciplined enough to turn off all the distractions and focus your entire attention on the most important tasks you need to complete?
- Are you willing to ignore your Fantasy Football League when it's time to hustle?
- Are you going to keep the promises that you make to your prospective clients and clients?

One attribute? No way. But chief among all the others is self-discipline.”

## #1 If I want to be a top sales performer, which habits should I develop?



Jim Keenan, *Founder & Partner of A Sales Guy Consulting*

“It’s a close tie between two, and they’re not specifically sales habits. I’m gonna give you both, then you get to decide which one you want to focus on.

Learning – read, read, read, and read some more. Then when you are done reading, ask questions, dig for answers, and expand your knowledge of EVERYTHING. Building a habit of continual learning and acquiring knowledge is critical to successful selling and becoming a top performer. Become a renaissance man/woman!

Assessment – It’s not enough to have data, but you have to know what to do with it. The best salespeople become good at assessing situations. They make it a habit to take in all the information available to them and massage it, turn it around, and evaluate it before acting. Make it a habit to assess and evaluate EVERYTHING before you move.”

## #1 If I want to be a top sales performer, which habits should I develop?



Kyle Porter, *Founder of SalesLoft*

“Empathy and servant leadership. It means truly listening to customers and uncovering pain so you can provide a fitting solution, making commitments and following through so you can earn your buyer’s trust. It means asking the hard and uncomfortable questions so you can provide the best service to your customers, researching and understanding your buyer at the highest level so you can make their lives better, and never waste their time. It's about loving customers and serving them with the right intent. I personally call it ‘selling with sincerity.’”





Babette Ten Haken, *Founder of Sales Aerobics for Engineers*

“Personal integrity. Even top sales performers have peaks and dips in their account development strategies. Your self-confidence can have ‘one of those days.’ You are human, after all. However, if personal integrity is your professional compass, you won’t give in or settle. You will maintain your own high standards and, in turn, honor your customers. By developing and continuously practicing a high level of personal integrity, you will find you attract like-minded customers with the same value system that you have developed.

With a highly developed habit of maintaining your personal integrity, when you hit those valleys, you aren’t tempted to give in and copy-cat the efforts of others. When you hit a slump in your sales efforts, you won’t start loading up with low-hanging fruit types of prospects. My customers tell me that my word is my bond. I am honored. That’s because I ground myself in my own personal integrity and my clients and colleagues know that from the beginning. It keeps my business head on straight.”

## #1 If I want to be a top sales performer, which habits should I develop?



*Mike Weinberg, Author, Founder of The New Sales Coach*

“There are many factors that set top performers apart from the crowd and I’ll share one that is most easily, but rarely, replicated. Almost all top-performing salespeople are selfishly productive. They clearly understand and can articulate that time is their most precious resource, and to a person, they are incredibly selfish with it – selfish in a good way! Top producers remain laser-focused on Job #1 - selling - and they devote more time to it than everyone else.

The two habits that allow them to be so selfishly productive with their time? First, they are masters at saying, ‘No.’ Top dogs decline when others ask them to volunteer for non-sales related activities or committees. They run from project management and operations while bottom-performers gravitate toward opportunities not to sell. And second, top-performers own their calendars and proactively carve out time-blocks for new business development. They make appointments with themselves for prospecting and they stay focused on proactive sales activity during those dedicated blocks of time. This selfishly productive attitude, the ability to say ‘No,’ and time-blocking calendars are easily implemented ways to radically change the performance of many in sales.”



# Habits of successful sales reps

## Never stop learning.

Create the habit of continual learning and acquire knowledge to sell successfully and become a top performer. Also, make it a habit to assess and evaluate everything before you move.

## Develop empathy and servant leadership.

Truly listen to customers and uncover their pain so you can provide the right solution. Follow through on commitments to earn your buyer's trust.

## Establish personal integrity.

If personal integrity is your professional compass, you won't give in or settle. Plus, you'll attract like-minded customers with the same value system.

## Be selfishly productive.

Almost all top-performing salespeople are. Time is the most precious resource, and they are incredibly selfish with it, in a good way.



# #2

What are some tips from a sales veteran to a young salesperson?





## #2 What are some tips from a sales veteran to a young salesperson?



Mark Hunter, *Speaker & Author*

“Questioning and listening skills are vital. Close behind that would be pricing integrity. A young salesperson can learn a lot from veteran salespeople who not only genuinely listen to understand, but also are disciplined enough to not rely upon discounting. Nothing is more vital to a salesperson’s career than their ability to question, listen, and become keenly focused on the desired outcomes of the customer. Combine this with a strong commitment to the pricing structure, and the young salesperson is likely to experience success.”

John Barrows, *Sales Trainer*



“Be a scientist. The more objective you can make everything, the better. Try to map out your sales process and break down how you were able to be so successful so you can replicate it.”

## #2 What are some tips from a sales veteran to a young salesperson?



*Anthony Iannarino, Author, Speaker, & Entrepreneur*

“Young salespeople are being sold the line that the things that used to work in sales no longer work. They're being told that social selling and inbound marketing have replaced the need to pick up the phone and call your dream client. I know this is unpopular. But there's an important lesson here. The new tools, like social media, blogs, and LinkedIn, are merely amplifiers. They amplify what you already are. If you don't have both sales acumen and business acumen, the new tools amplify your inability to create value.

The veteran salesperson has the ability to create value for their clients. That's how they won those clients, and that's how they retained them. If you want to study what allowed the proven veteran to succeed, then study their ability to make a difference for their clients. Once you've done this, then you can transfer that value creation over to social selling. But until then, the best thing you can learn from the veteran is how to sell.”



## #2 What are some tips from a sales veteran to a young salesperson?



Dan Waldschmidt, *Managing Partner at Waldschmidt Partners*

“NOTHING. Except the hard-fought notion that success demands hard damn work. Even if what you see is good for someone else, that doesn’t mean it is going to work for you. Times change. Tactics change. People change. So spend less time copying (or even learning) and more time pushing your limits. Stop looking for a path forward and get good at leaving a trail.”



Mike Weinberg, *Author, Founder of The New Sales Coach*

“If I had to pick one tactic, it would have to do with that supposed antiquated piece of equipment that still sits on most desks today: the telephone. The telephone was invented way back in 1876 and until the past ten years or so, it was regarded and respected as an incredibly effective tool of the sales trade. In spite of what many of the loud voices, false teachers, and Kool-Aid peddlers of today’s ‘Inbound Marketing Only’ crowd are preaching, the old-fashioned proactive telephone call still works quite well when executed properly. Pick up the phone. You’d be amazed what you can do with it – and what it can do for you!”

## Key Takeaways

# Advice for the young salesperson

### Focus on the customer.

Nothing is more vital to a salesperson's career than their ability to question, listen, and become keenly focused on what the customer wants.

### Learn from the best.

Find the best of the best and learn from them, no matter how old they are or how long they've been selling.

### Get on the phone.

The old-fashioned proactive telephone call is still effective when executed properly.

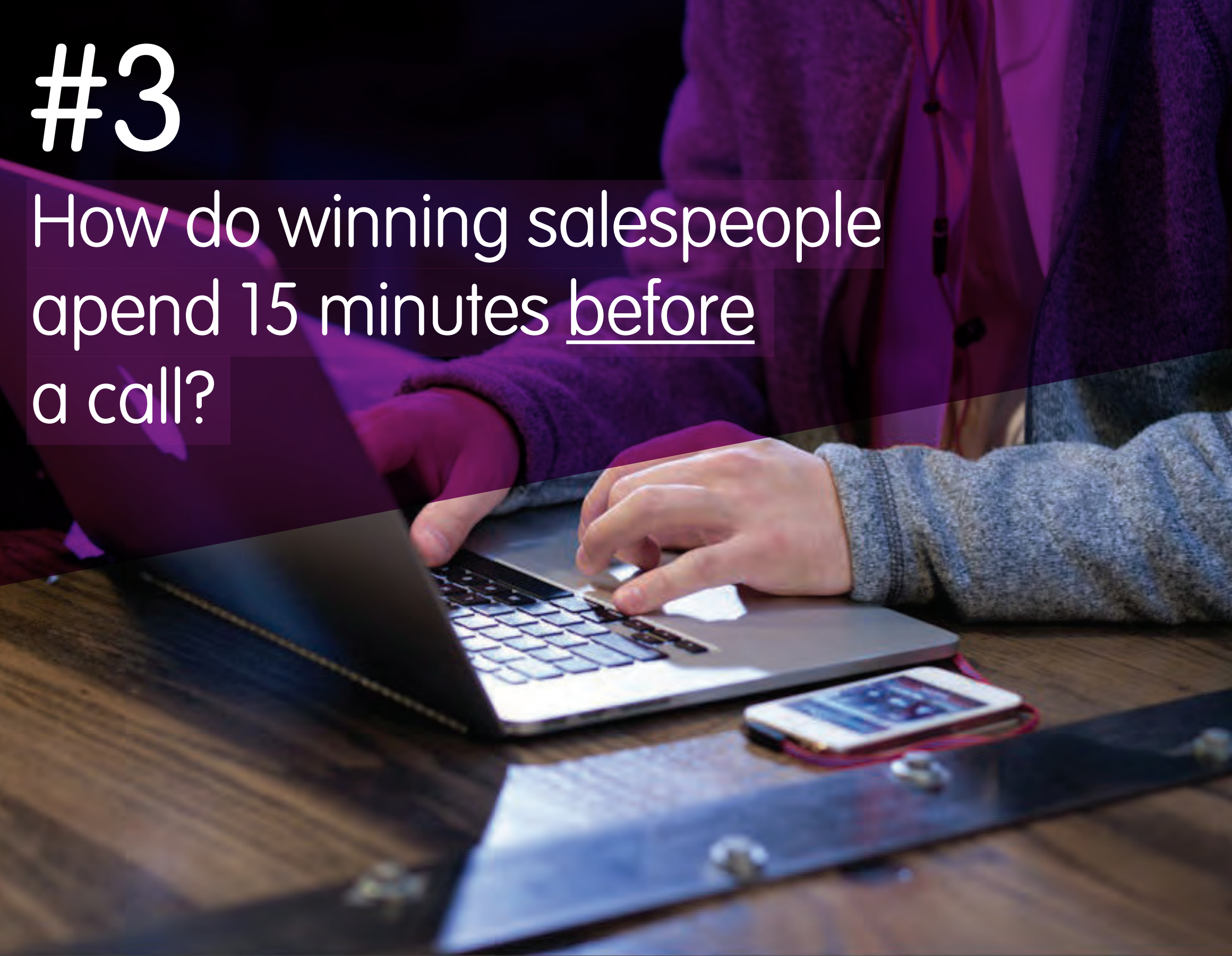
### Push yourself.

Times change. Tactics change. People change. Spend less time copying and more time pushing your limits. Stop looking for a path forward and get good at leaving the trail.



# #3

How do winning salespeople  
spend 15 minutes before  
a call?



### #3 How do winning salespeople spend 15 minutes before a call?



Joanne Black, *Founder of No More Cold Calling*

“Be crystal clear about your objective for the call. What do you want to accomplish when you leave the meeting? Quickly re-check the prospect’s company website, LinkedIn updates, and Twitter feed. You just may find something new to talk about. (Do not check your e-mail or voicemail. This is your time to focus on the call without distractions.) Prepare specific questions that are relevant to the prospect’s business, industry, and needs. Be ready to listen and comment on what the customer says. Do not throw a battery of questions at the customer. If he wants to go a different direction, follow his lead. He may have a different agenda than you. Top salespeople listen, ask good questions, and leave with action steps for both the customer and themselves.”

Dan Waldschmidt, *Managing Partner at Waldschmidt Partners*



“Get some water. Calm down. A few minutes out you don’t have time to do research, check your facts, or hone your sales pitch. That’s why the extra effort and energy you put into staying prepared, learning new skills, and researching your ideal customers ahead of time is so important. So do a little more research if it makes you feel better. Check your notes. Google your prospect one more time. More importantly, schedule time to hone your skills.”



### #3 How do winning salespeople spend 15 minutes before a call?



*Andy Paul, Sales Process Expert, Speaker, & Author*

“Make certain that you have a firm understanding of the value you are going to provide the prospect during the call that will enable them to accelerate their buying process and move at least one step closer to making an informed purchase decision. It is important to remember that your prospect is extremely busy and has a limited amount of time and attention to invest in the buying process and it is essential that they receive a positive ROI on the time they invest with you. Your prospect gives you their time. What are you giving them in return?”

The second step is to take a minute to consciously review your plan for the call and do a final mental walk-through of your upcoming interaction with the customer. What are your goals for the call? What are the critical questions you need to ask? What is the information you need to provide to ensure that the call has a positive outcome for the prospect?”

### #3 How do winning salespeople spend 15 minutes before a call?



Kyle Porter, *Founder of SalesLoft*

“Start in the CRM. Check any historical notes or details from previous interactions. Keep the tab open. Next go to LinkedIn. Look at your prospect’s history. How are you mutually connected? (4 minutes)

Check out their blog or Twitter account and look for images. You can learn a lot about someone from the pictures they post. (2 minutes)

Do a company search. Go to their website. Find the blog. What is the company posting about? Who are the executives listed and what recent press have they released? Now go to Google News and type in the company name. Consume knowledge. (4 minutes)

With 5 minutes to go, take all this info and craft a hypothesis of needs. Review popular sales questions and jot down notes to consult during the call. Take a deep breath and call the prospect a minute early.”



### #3 How do winning salespeople spend 15 minutes before a call?



**Babette Ten Haken, *Founder of Sales Aerobics for Engineers***

“Be focused, be relaxed, be yourself. I recommend the following: settle yourself down, clear your head of extraneous stuff, and have a conversation with yourself! Visualize the meeting in your head, rehearse and have a walk-through. Then breathe, shake your arms and legs to get your circulation going, the same way you see Olympic track athletes do before they settle down into the starting blocks. They are visualizing the race and re-setting the pace into their muscle memory. Too much adrenaline and not enough oxygen blocks their thinking, performance, and focus. The same thing goes on with you, prior to a sales call.

Talking out loud lets you know if you have a case of the nerves, ingested too much caffeine, or simply are running in slow gear that day. Talking out loud allows you to grasp a stronger sense of self, make adjustments, and be prepared to do your best. If you haven't already done your homework, anticipated the questions your customer may ask you, and become conversant and comfortable discussing your customer's business case, you aren't going to pull it together in the 15 minutes before the sales call. My suggestions assume you already are well-prepared.”

# Preparing for a call

## Do the research.

Quickly re-check the prospect's company website, LinkedIn updates, and Twitter feed. The latest post might contain relevant info for your call.

## Talk it out.

Talking out loud lets you know if you have a case of the nerves, ingested too much caffeine, or simply are running in slow gear that day.

## Be prepared.

A few minutes out you don't have time to do research, check your facts, or hone your sales pitch. That's why the extra effort and energy you put into staying prepared is so important.

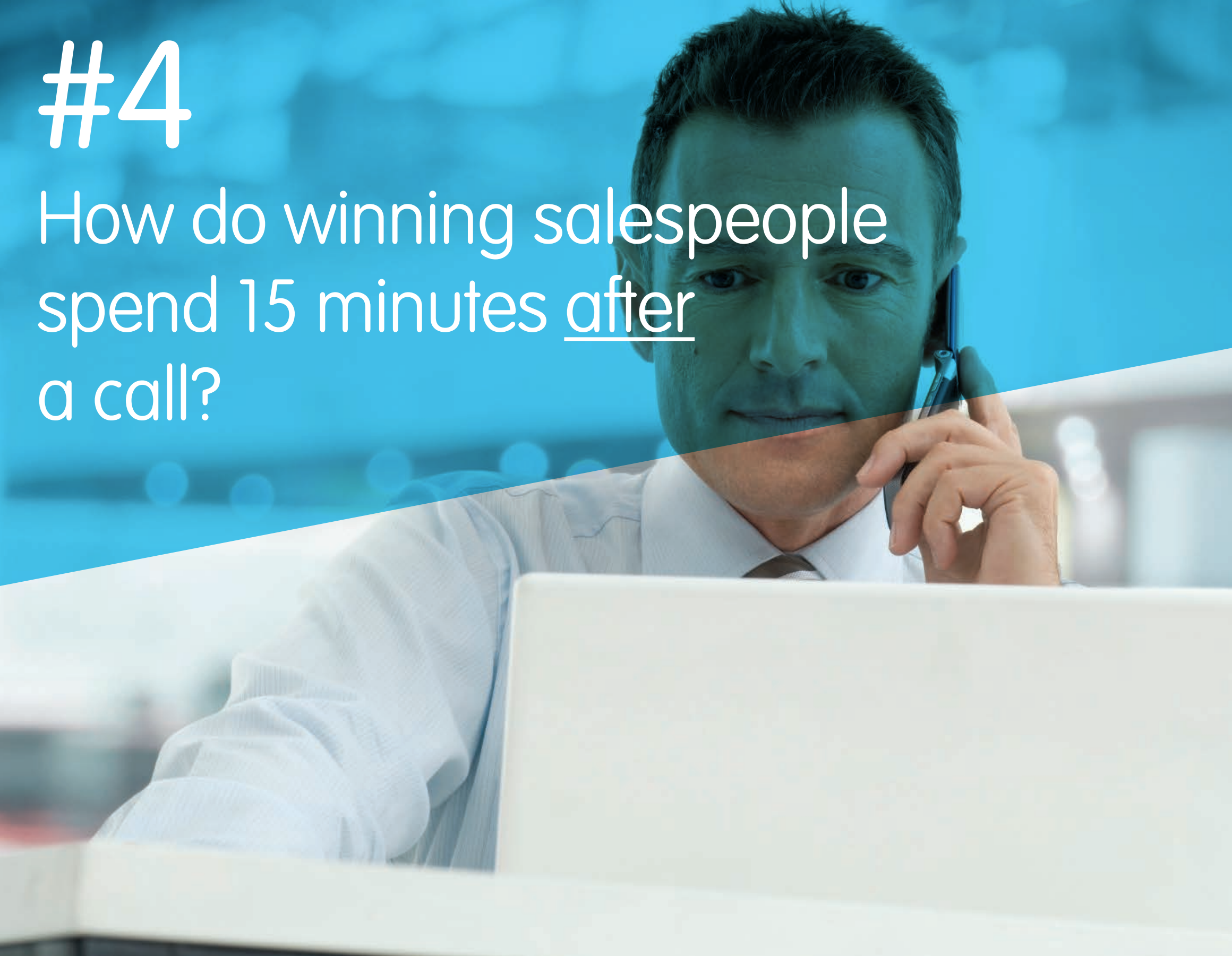
## Keep it concise.

Remember that your prospect is extremely busy and has a limited amount of time and attention to invest in the buying process. Make sure they receive a positive ROI on the time they invest with you.



# #4

How do winning salespeople  
spend 15 minutes after  
a call?





*Andy Paul, Sales Process Expert, Speaker, & Author*

“Winning salespeople do a thorough post-mortem analysis immediately after a call. They play back the call and determine where they could have done better a job to help the prospect make forward progress in their buying process and arrive at a decision. Of course, it is always a best practice to capture a complete summary of a call in your CRM record, but the situation demands more analysis than that. It is important for salespeople to take a few moments after a call and dispassionately and objectively analyze what really transpired and honestly assess whether they accomplished the objectives and outcomes that they had planned for the call. If they did not meet their call objective(s), then it is important to determine the strategy for the next call and the next steps while this call is still fresh in your mind, as the facts and emotions of the moment will only diminish and become less accurate guides for future actions as time passes.”





Dianna Smith, *Founder of Irreverent Sales Girl*

“I would love to tell you all the things that a winning salesperson should do after a call, and here is what I really do:

- Grab a bite to eat, or a cup of coffee, take a moment to de-compress.
- Do a ‘happy-dance’ if it went really well – or suffer over the places I got stuck (then I call my manager to see what else we could have done).
- Check my calendar for what’s next.
- Share any competitive information I discovered with my team.
- When I am really on my game, I send a promised follow-up item, or send a message with a promise for when I will get follow-up items to them within that 15 minutes. (NOTE: I ALWAYS send follow-up information in a timely manner.)”

## #4 How do winning salespeople spend 15 minutes after a call?



Mark Hunter, *Speaker & Author*

“Prospecting! Winning salespeople know the best time to make another sale is right after you’ve made the first one. Top performers take the energy of the first sale and use it not to celebrate, but to connect with other prospects and customers. Even if the call didn’t result in a sale, top performers still stay in a groove by calling more prospects and customers.”



Kyle Porter, *Founder of SalesLoft*

“Earning your prospect’s trust is essential to closing deals. The best time to do this is right after the call. The best way to do this is to make commitments and follow through. So follow up. Confirm next steps. Recap the call and deliver quickly. Turn around action items faster than you said you would during the call. By showing your commitment and carving the details of your discussion into stone (or at least email history), you’ve done the best thing you can to ensure the deal moves smoothly.”





Babette Ten Haken, *Founder of Sales Aerobics for Engineers*

“Debrief with yourself. Write down or record notes on the entire meeting or flesh out the notes you were taking during the meeting. Write down gaps in your information and the questions you need to ask the prospect via email, as soon as possible in follow-up to your meeting. Complete information entry into your CRM tool. You won’t remember later as clearly as you remember immediately after the meeting. By doing a post-meeting brain dump, you allow yourself to think of creative ways of furthering the lead, nurturing the relationship, and developing valuable outcomes for the customer. It’s a much better use of your time, energy, and creativity.”

# Key Takeaways

## After a call

### Harness the energy.

Top performers take the energy of the first sale and use it not to celebrate, but to connect with other prospects and customers.

### Assess the call.

Take a few moments after a call and objectively analyze what really happened. Honestly assess whether you accomplished the objectives and outcomes you had planned.

### Debrief yourself.

Record notes on the entire meeting, or flesh out any notes you took during the meeting.

### Follow up.

Confirm next steps. Recap the call and deliver quickly. Turn around action items faster than you said you would during the call.



# Conclusion

Remember these four secrets of successful salespeople:

- 1 They never stop learning.
- 2 They have personal integrity and are self-disciplined.
- 3 They put the hard work in to create an effective sales process.
- 4 They know how to turn a sales call into a closed deal.



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