



5 tips to develop a more effective sales team

Thank you for visiting our website www.auricas.com and downloading these tips selected from the Auricas "Principles of Consultative Selling" sales development projects. Your team may already be using some, some they may know but have got out of the habit of using regularly and some they may not have come across before. All these tips are proven to make a measurable difference to sales effectiveness.

If you have any questions or would like to discuss – without obligation – how your sales team could improve, please contact us. We can even provide a complimentary Sales Development Workshop to help focus on any root causes of underperformance and help you secure buy in to any improvement process.

Based on over 35 years of evaluating best and worst sales practice, you'll find our approach to sales development fundamental different to old fashioned sales courses which rarely produce a return on investment. By comparison we address a wide variety of factors likely to influence sales success – including what the sales manager should/shouldn't do – and provide a bespoke programme of coaching focused on the specific situations faced by the sales team in question.

The end result? Measurable increases in both activity and results!

To find out more:

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1. **Separate prospecting activity (finding out information) from making appointments** – these two activities are completely different and have different outcomes; the first gets you ready for the second.
2. **Book an appointment to make appointments** – increase self-discipline and improve results by booking a set time in your diary each day to make appointments.
3. **Travel outside of rush hours**
– Meetings set at say 11.00am and 2.00pm can create an extra working day per week from time saved otherwise stuck in traffic.
4. **Ask more questions** – trouble closing sales and hitting target often stems from not asking enough questions earlier in the sales process to identify all the emotional and factual elements involved.
5. **Use a check list of questions every time** – prepare a list of questions you must ask, should ask and could ask then use it on every occasion; not only is it professional to do so, you won't miss anything.