



25 TIPS [QUICK & EASY]

TO CRUSH YOUR SALES GOALS

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While the cases presented herein are based on true events, many of the names and details have been changed for privacy.

WELCOME TO OUR COMMUNITY!

We're so excited that you've taken your first step!


We live in a time when sales is changing more rapidly than ever before. To stay ahead of the curve, salespeople must fundamentally change their sales perspective, and implement a modern new sales approach to match.

Even though today's world of selling is fast-changing and ultra-competitive, the majority of salespeople are just trying to figure it out as they go. Set yourself apart by implementing new strategies that actually work in today's market.

“Only 37% of salespeople are consistently effective.”

—HBR

1: STOP BEING LIKE OTHERS

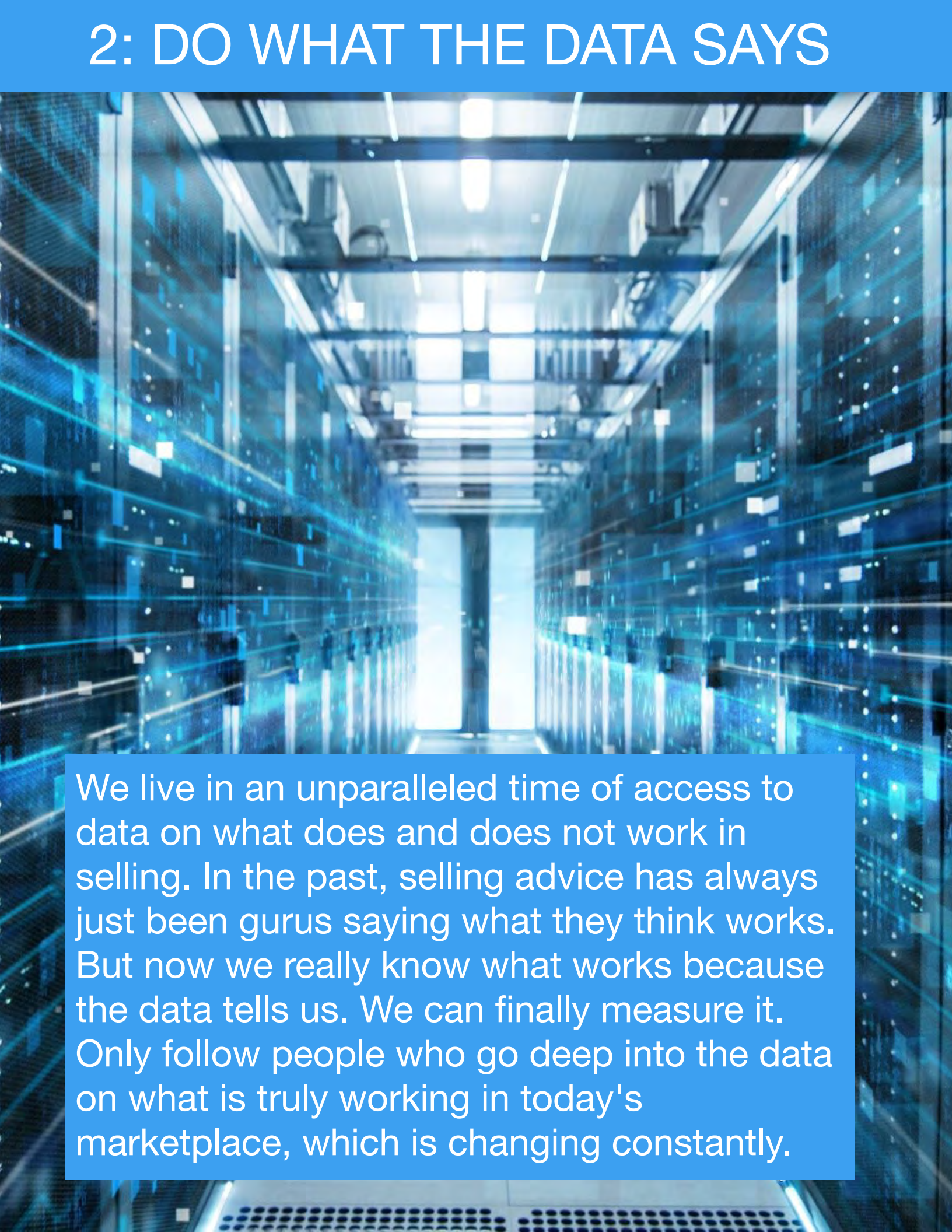
A large yellow umbrella stands out prominently in the center of the frame, surrounded by a dense field of dark grey umbrellas. The perspective is from above, looking down at the tops of the umbrellas, which are arranged in a pattern that recedes into the background. The yellow umbrella is the only one of its color, making it the focal point of the image.

Your prospects don't want to buy from *just another salesperson*. They want to buy from someone who is different, distinct, and seems like an expert. So whatever everyone else is doing, I challenge you to do the exact opposite.

“The majority of behaviors salespeople engage in hinder the likelihood of the sale.”


—HBR

2: DO WHAT THE DATA SAYS

A futuristic server room with glowing blue data lines and server racks. The room is filled with rows of server racks, and the lighting is a vibrant blue, creating a high-tech, digital atmosphere. The perspective is from the end of a long aisle, looking down the center of the room towards a bright light at the far end.

We live in an unparalleled time of access to data on what does and does not work in selling. In the past, selling advice has always just been gurus saying what they think works. But now we really know what works because the data tells us. We can finally measure it. Only follow people who go deep into the data on what is truly working in today's marketplace, which is changing constantly.

3: BE TOUGH ON PROSPECTS

A man with short dark hair, a beard, and glasses is shown from the chest up. He is wearing a grey blazer over a light-colored shirt with small blue polka dots. He is holding a black smartphone to his ear with his right hand and appears to be in the middle of a conversation. The background is a blurred office setting with window blinds.

As an industry of salespeople, we tend to think that whatever a prospect does has to be OK. And that's not true. You must be tough on prospects who are being difficult. If they're breaking the rules, call them out on it. You don't have to be aggressive or rude. But you can be very matter-of-fact and hold their feet to the fire. Do what you have to do to make sure that sales stay on track.

4: NO MORE TAP DANCING

Old-school selling has always taught us to talk and talk and talk. And to pitch. And to do what I call “tap dance” all over the prospect’s table and show them how great everything we have is. This is an old-school mindset. Never be in the position where you're tap dancing. If you find that you're just doing all the talking and pitching, you're in trouble. Stop doing that.

“Most salespeople are overtrained on their products and undertrained on sales skills.”

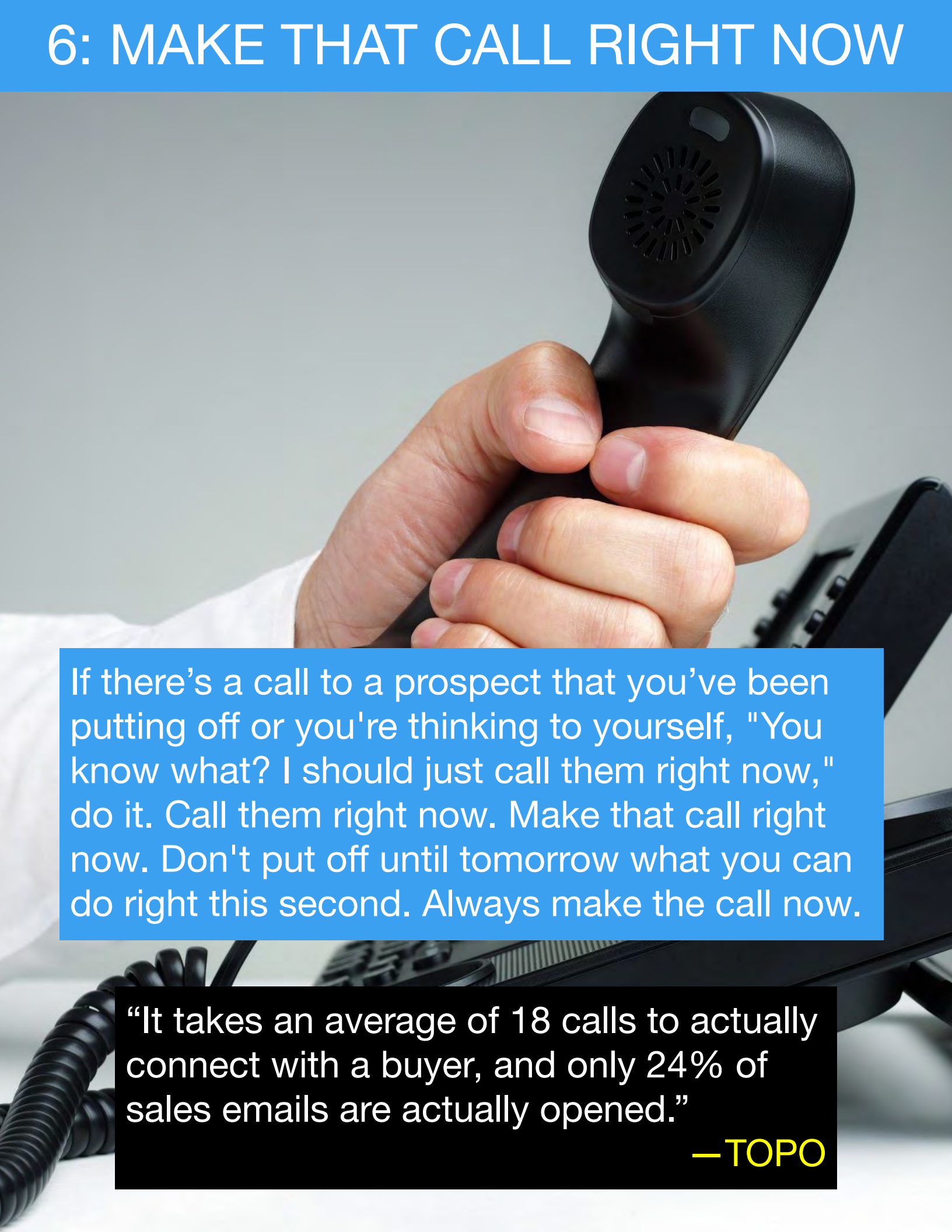
—Gong.io

5: HAVE GUTS



Sometimes what separates the top sales performers from everyone else is simply that top performers have guts. They're willing to do things that put them out on a limb. This may make them a little uncomfortable, but ultimately it will lead them to close more sales. This might require some risk-taking—and top performers might even lose a sale as a result of having guts. But in the end they close more sales at higher prices to more people.

6: MAKE THAT CALL RIGHT NOW

A close-up photograph of a person's hand holding a black telephone receiver. The hand is positioned as if about to dial a number. The background is a plain, light-colored wall. The telephone base is partially visible in the lower right corner.

If there's a call to a prospect that you've been putting off or you're thinking to yourself, "You know what? I should just call them right now," do it. Call them right now. Make that call right now. Don't put off until tomorrow what you can do right this second. Always make the call now.

"It takes an average of 18 calls to actually connect with a buyer, and only 24% of sales emails are actually opened."


—TOPO

7: IT'S ALL A GAME



Selling is a game. Salespeople who take losses in sales personally are not going to win in the long run. It's all a game. Think of sales as a tennis match, or a football game, or a soccer match, or whatever other game you like. It could be a game of chess. It's just a game. And when people do something that makes you frustrated, just remember, it's a game. They're playing their part, you're playing your part. Don't take it seriously.

8: STOP TALKING SO MUCH



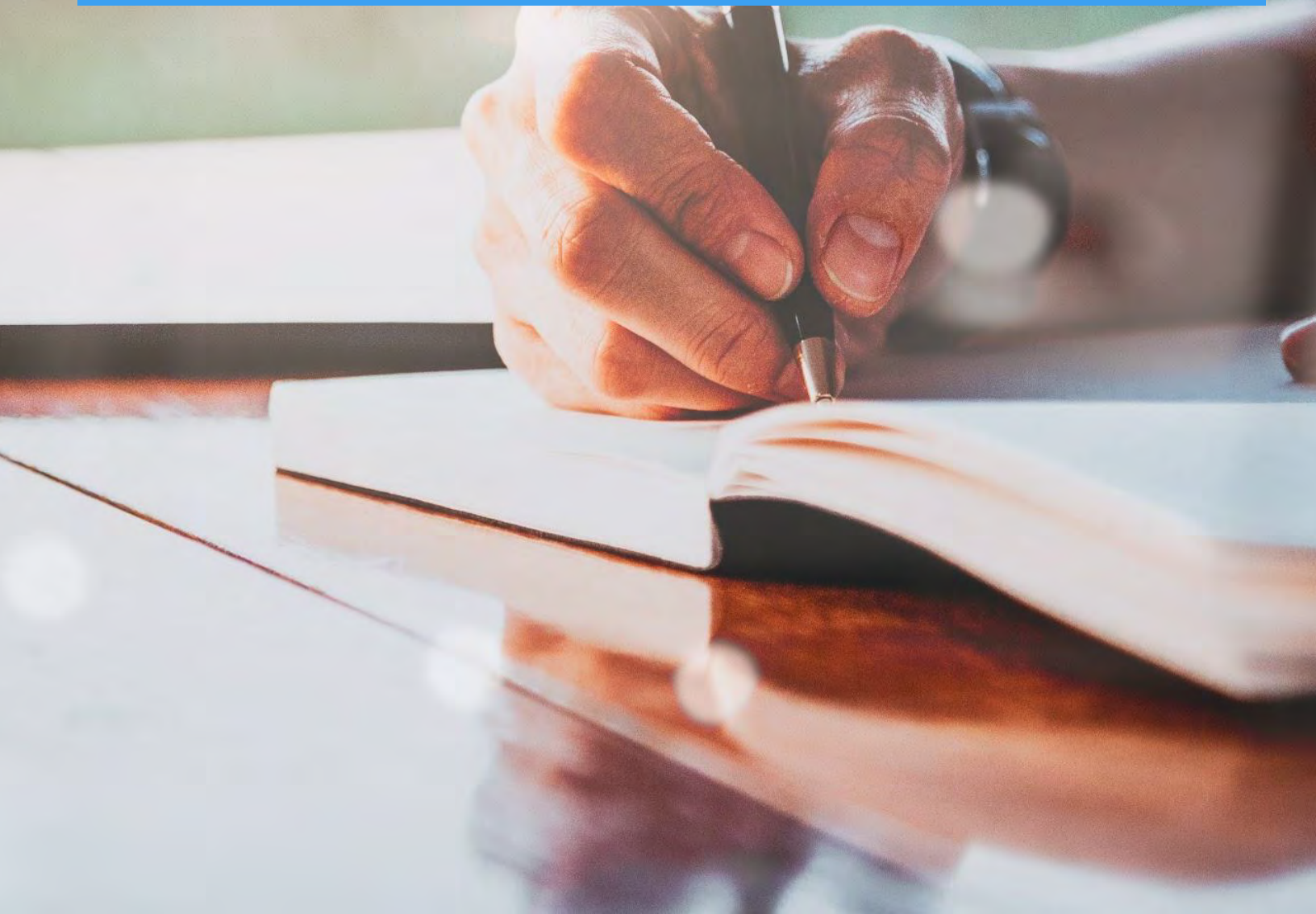
The data is unequivocal on this. Salespeople who do way more talking are going to lose more sales. We need to get better at listening. Record your phone calls and pay attention to how much you're talking. Chances are, it's more than you really think. We want to taper back all that talking and instead engage prospects to do most of the talking themselves.

“Bottom-performing reps talk about 70% of the time, while top performers talk less than 50% of the time.”

—Gong.io

9: MAP OUT THE FIRST 7 SECONDS

This is so big. Most salespeople don't map out the first seven seconds of their interactions with prospects. As a result, the openings of their calls or meetings are kind of sloppy. This is especially true for cold calls and prospecting calls. You need to map out exactly what you're going to say in the first seven seconds.

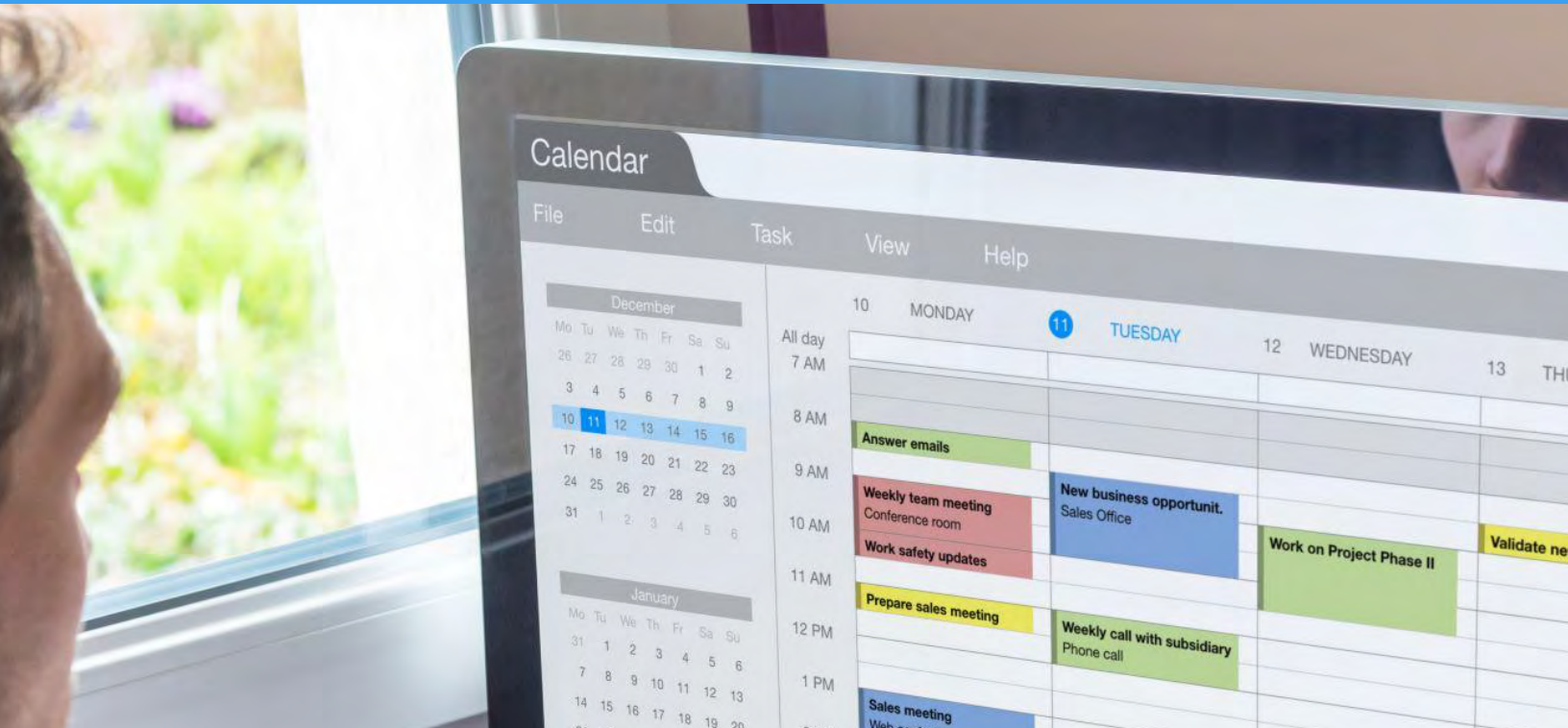


10: USE A SCRIPT



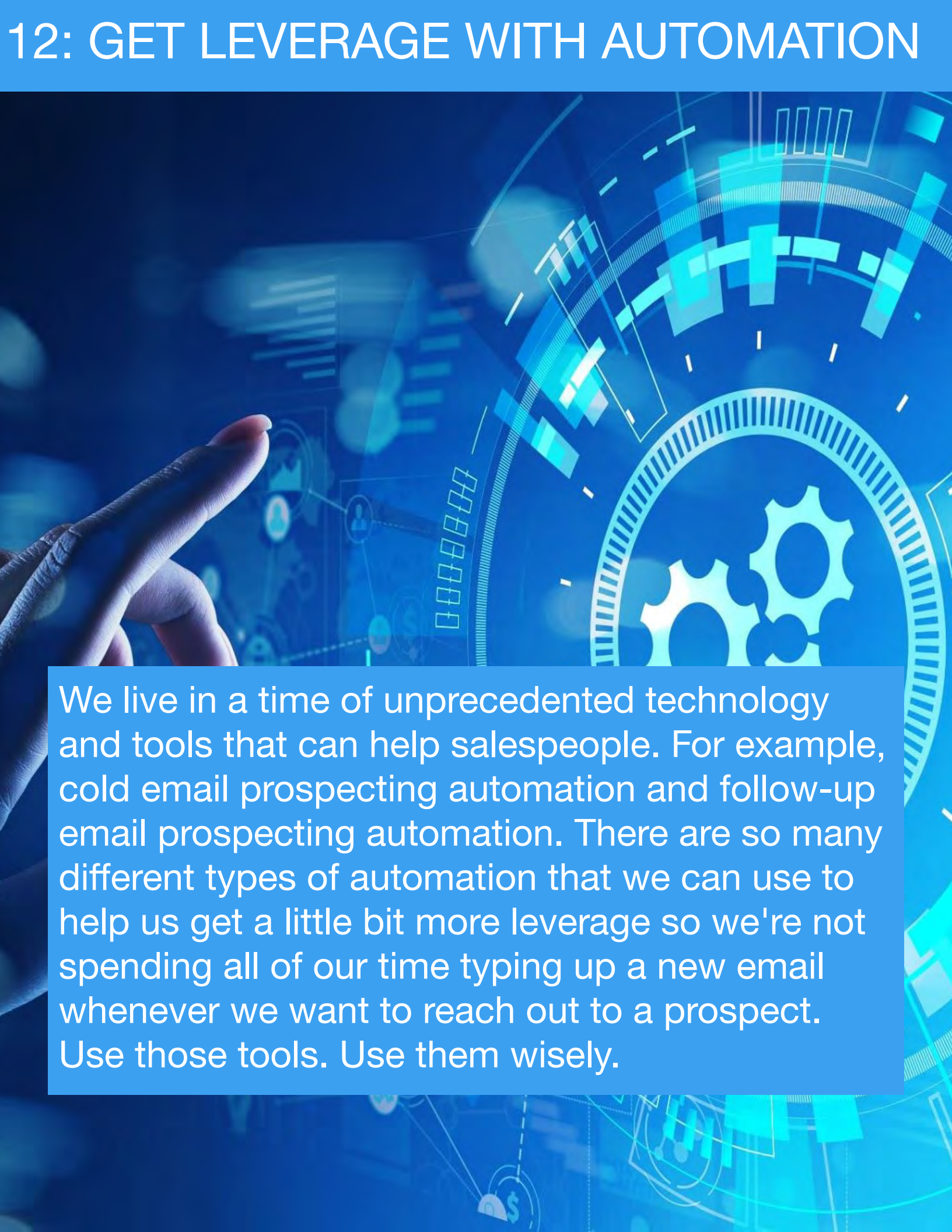
Salespeople say all the time, "Oh, I don't like to use a script. It makes me sound scripted." At my house, we love to watch the show *Homeland*. We love watching Claire Danes just go completely wacky. But do you think that when she follows the script she's saying, "Oh, that makes me sound scripted"? No. She's a great actress. And as a result, she doesn't seem scripted. When you have a great script and you practice, and practice, and practice it, you will not sound scripted. You're going to be far more effective because it's going to allow you to focus more on the prospect than on what you're saying.

11: HAVE CALL TIME



This is not a new idea. But it works. Make sure that you block out time during your day specifically for making outbound calls. Almost every salesperson has to have a pretty consistent cadence of calls in order to be successful. Set a specific time for call time. Don't just wing it. Have a specific time. As one of my sales mentors used to say, "That's 'going to church' time." You do not mess around with that time. You make the calls without fail.

12: GET LEVERAGE WITH AUTOMATION

A hand is shown in the lower-left corner, pointing towards a complex, futuristic digital interface. The interface is composed of various elements: a large gear-like structure in the center-right, several data charts and graphs, and a network of nodes and lines. The overall color scheme is a vibrant blue, with some elements highlighted in a lighter, cyan color. The background is slightly blurred, emphasizing the hand and the interface elements.

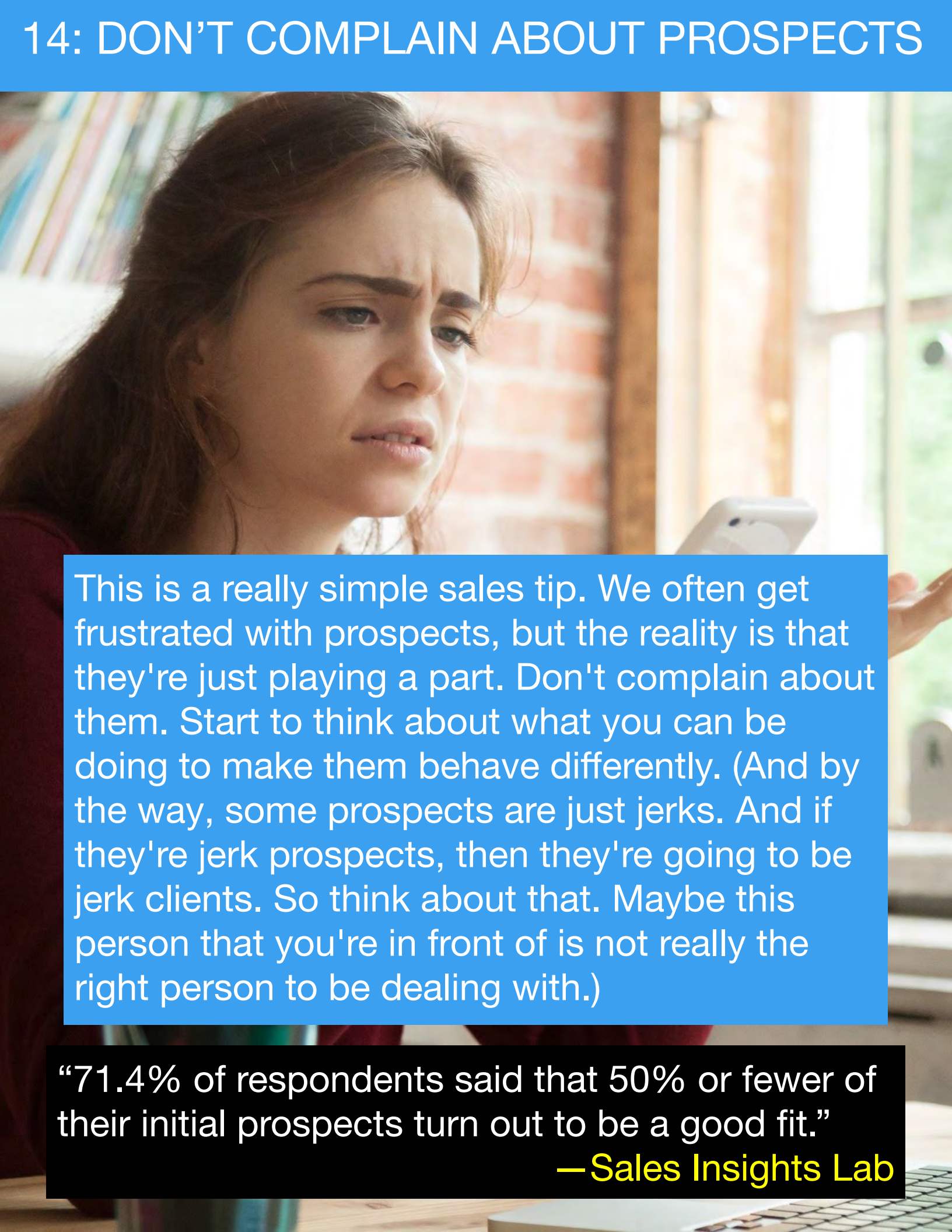
We live in a time of unprecedented technology and tools that can help salespeople. For example, cold email prospecting automation and follow-up email prospecting automation. There are so many different types of automation that we can use to help us get a little bit more leverage so we're not spending all of our time typing up a new email whenever we want to reach out to a prospect. Use those tools. Use them wisely.

13: OWN YOUR PIPELINE



Now, this is probably not fun advice for some people, but I often hear salespeople say, "Oh, my pipeline is weak and it's because of the economy or it's because of my company," or whatever the excuse is. If your pipeline is weak right now, do something about it. Pipeline problems just mean that you need to be doing more prospecting. You need to be doing more to get people into your world. It's always our own responsibility when our pipeline is weak.

14: DON'T COMPLAIN ABOUT PROSPECTS

A woman with long brown hair is looking at a smartphone in her hand. She has a frustrated or annoyed expression on her face, with furrowed brows and a slightly open mouth. The background is a blurred indoor setting with a brick wall and a window.

This is a really simple sales tip. We often get frustrated with prospects, but the reality is that they're just playing a part. Don't complain about them. Start to think about what you can be doing to make them behave differently. (And by the way, some prospects are just jerks. And if they're jerk prospects, then they're going to be jerk clients. So think about that. Maybe this person that you're in front of is not really the right person to be dealing with.)

“71.4% of respondents said that 50% or fewer of their initial prospects turn out to be a good fit.”

—Sales Insights Lab

15. STOP MAKING FRIENDS



People often say, "*So and so* is amazing at making friends. They're best friends with all of their prospects." You know what? I often find that the person who spends all their time making friends is not a very good salesperson. Of course, your clients can become your great friends over time. That's fine. But prospects are not your friends at the outset. Stop trying to make friends with your prospects and instead just try to understand what's going on in their world, develop that relationship, and solve their problems.

"88% of the buyers surveyed believed that salespeople do not understand their problems enough to be able to help solve them."

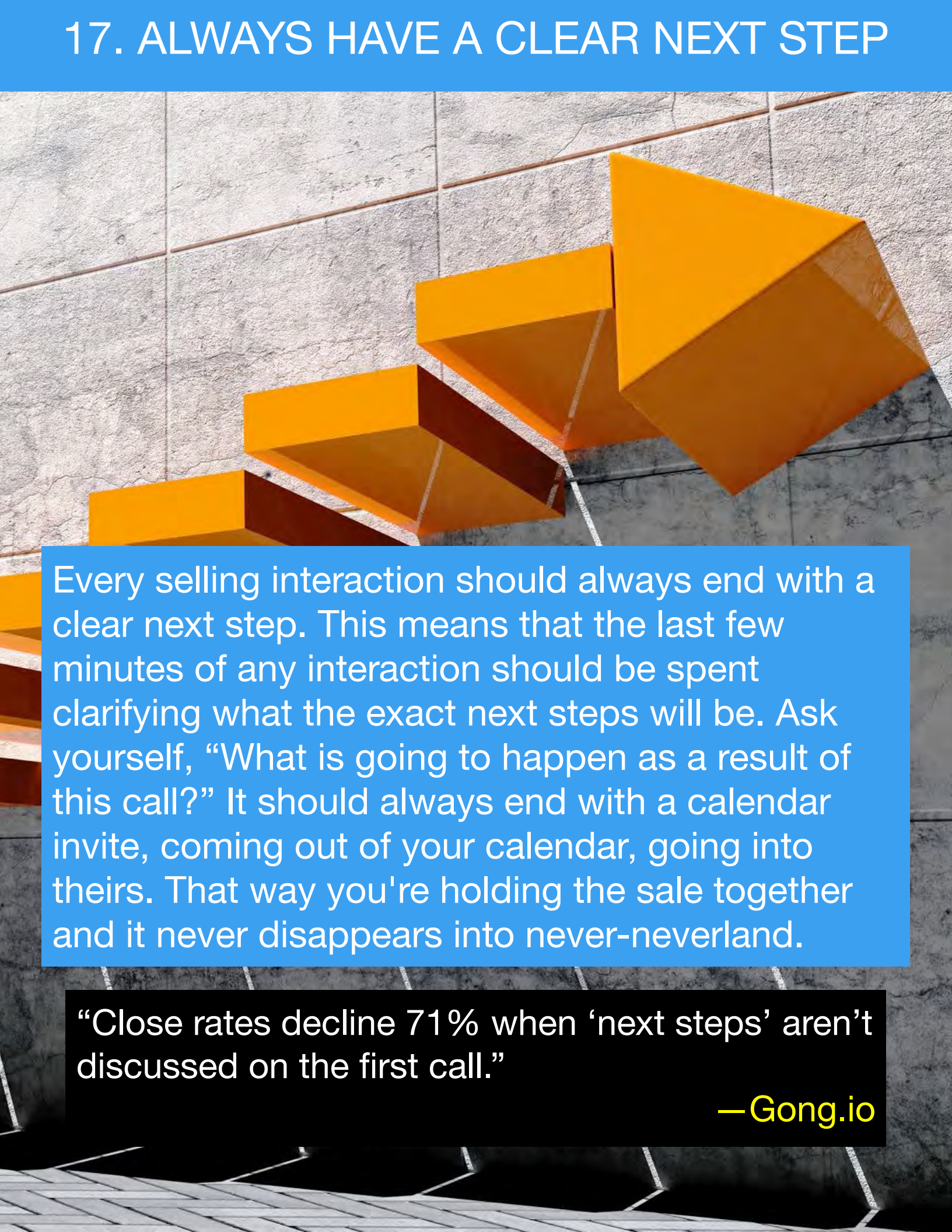
—Forrester Research

16: THINK-IT-OVERS ARE BAD



A think-it-over is when you're in a selling situation and the prospect says, "Hey, this is great, but I've gotta think about it and get back to you." If you're getting a lot of those, then it means that you're being weak somewhere in that sales process. Maybe you're putting too much pressure on them and they're ultimately backing off. Or maybe you're being a little bit too meek. You've got to find that balance and understand that think-it-overs are never acceptable.

17. ALWAYS HAVE A CLEAR NEXT STEP



Every selling interaction should always end with a clear next step. This means that the last few minutes of any interaction should be spent clarifying what the exact next steps will be. Ask yourself, “What is going to happen as a result of this call?” It should always end with a calendar invite, coming out of your calendar, going into theirs. That way you're holding the sale together and it never disappears into never-neverland.

“Close rates decline 71% when ‘next steps’ aren’t discussed on the first call.”

—Gong.io

18: QUIT PROCRASTINATING



This doesn't just apply to salespeople. This applies to everyone. Right? Oftentimes, those things that are most important are what we put off the most. We procrastinate. And you know what? It's killing us. Identify the most important activities that you need to be doing—and do them. Don't put it off. Do it right now.

“Only 37% of salespeople are consistently effective.”

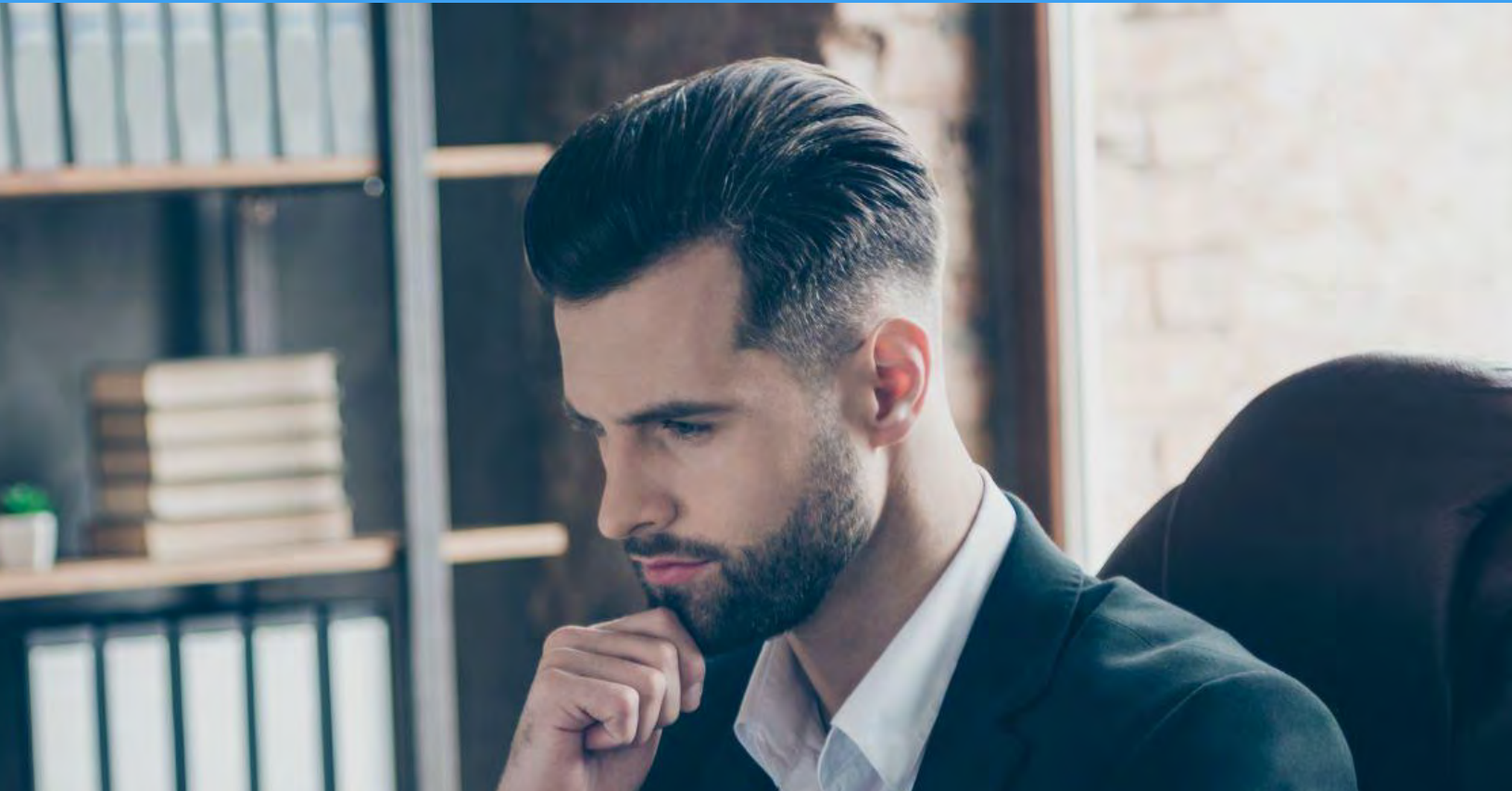
—HBR

19: ALWAYS CALL HIGHER



There's a tendency for salespeople to call lower-level prospects because it's comfortable; it's easy. Prospects with titles that sound like a manager or even a low-level director are less intimidating than prospects in the C-suite. But ultimately we want to be calling on people in the C-suite. Presidents, VPs, CEOs, COOs. Whatever it is. Call higher, because those people are going to have access to bigger budgets and they're going to care about bigger problems that are going to lead to bigger sales.

20: GIVE YOURSELF A VAGUE TITLE



This may sound weird, but it's so effective. If you have a title that's obvious, like *salesperson*, immediately it's going to tell the prospect that, well, you're a salesperson. And in today's world, even titles like *consultant* are kind of obvious at this point. Think about a title that's just a little bit different. It's what you put in your email signature, it's what you might have on your business card, or whatever it is. Maybe it's a title that involves the word *strategist*. It can really be anything, but make it something that your prospects don't entirely get—because that's going to lead them to be a little bit curious.

21: SHOP YOUR COMPETITION



This may be difficult if you're selling really big products or services. But you should try to take a little time to shop your competition—see what they're doing, go onto their website. If you can get on a phone call with them, great. Shop them so you can see what they're doing well, and what could be done differently. It's going to help you get inside the mind of your prospect and be that much more effective.

22: GET INTRODUCTIONS ALWAYS




Notice I didn't use the term *referral*. No. Referral is a buzzword. People don't know what a referral is. It can be weak. It can be, "Oh, here's their card. Give them a call. Tell them I sent you." I'm talking about *introductions*. Get introductions where person A, your client, introduces you to person B. It can be by email, it can be by phone, it can be over lunch, it can be over dinner. It doesn't matter. But get introductions from all of your clients. Ask all the time.

23: LESS BASE & MORE COMMISSION



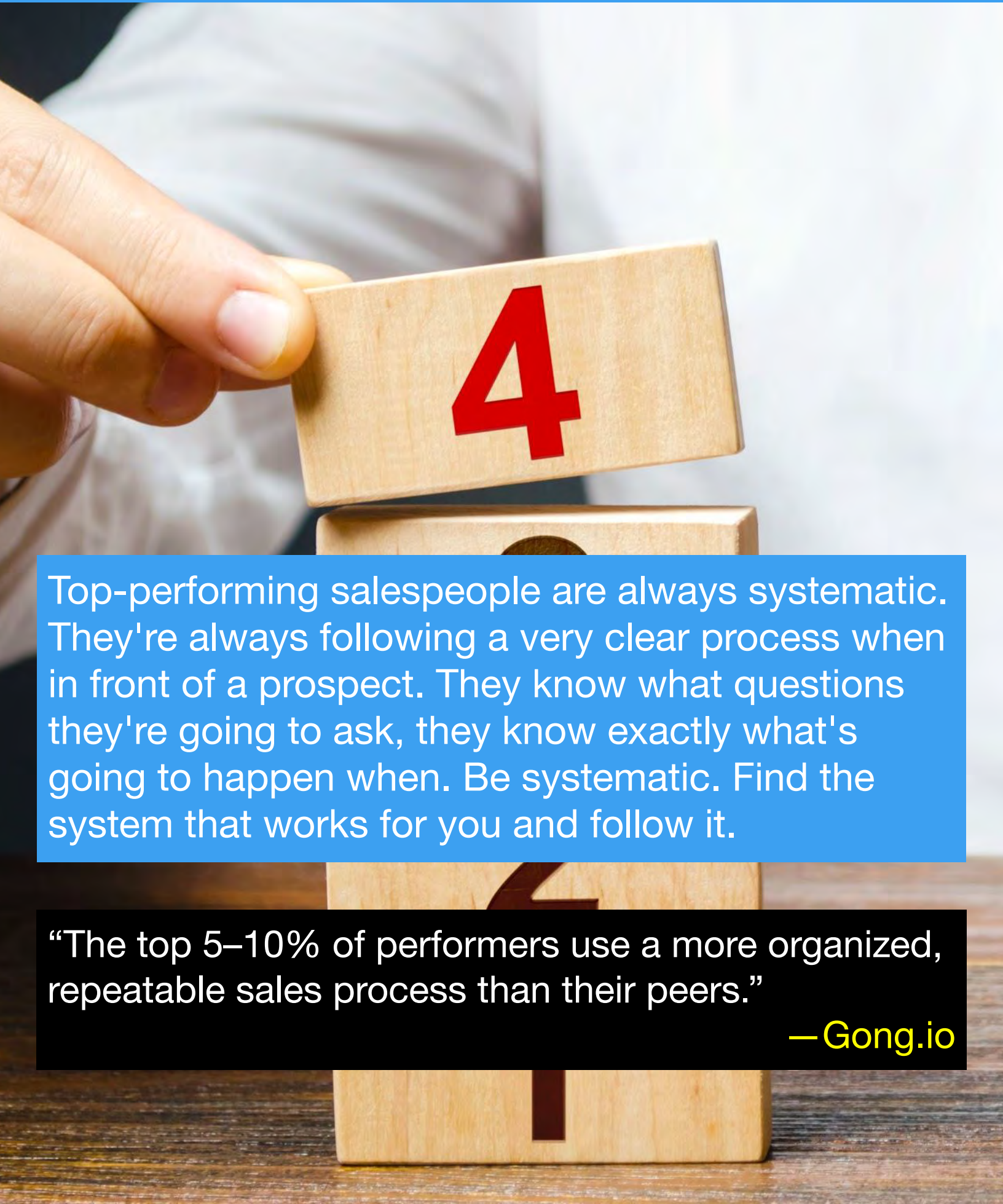
If you're in a really big company, maybe you don't have complete control over this. But if you ever do have the option to get less base salary with a bigger commission structure on the high end, go for it. Have the courage to take that leap. Go for the bigger commission. Top performers are often 100% commission or really high levels of commission in very low levels of base. All base salary does is make you safer if you have a really bad year. If you have a really good year, it means you're going to make a lot less.

24: OUTSOURCE THE NON-SALES STUFF

A man with dark hair and a beard, wearing a headset with a microphone, is looking intently at a computer screen. He is wearing a light blue patterned button-down shirt. In the background, other people are working in a bright, modern office environment. One woman is holding a smartphone, and another person is partially visible. The overall scene is a busy call center or customer service center.

Now, you may be a salesperson at an organization thinking, "Hey, I don't have access to an admin." Well, you actually do. You can get a virtual admin for \$5 an hour to do those really rote non-sales tasks for you. If you're a manager, try to take all of those really non-sales-related tasks off of your salespeople's plate. We want to free our time up. And outsource all of the non-selling stuff to someone else.

25: BE SYSTEMATIC

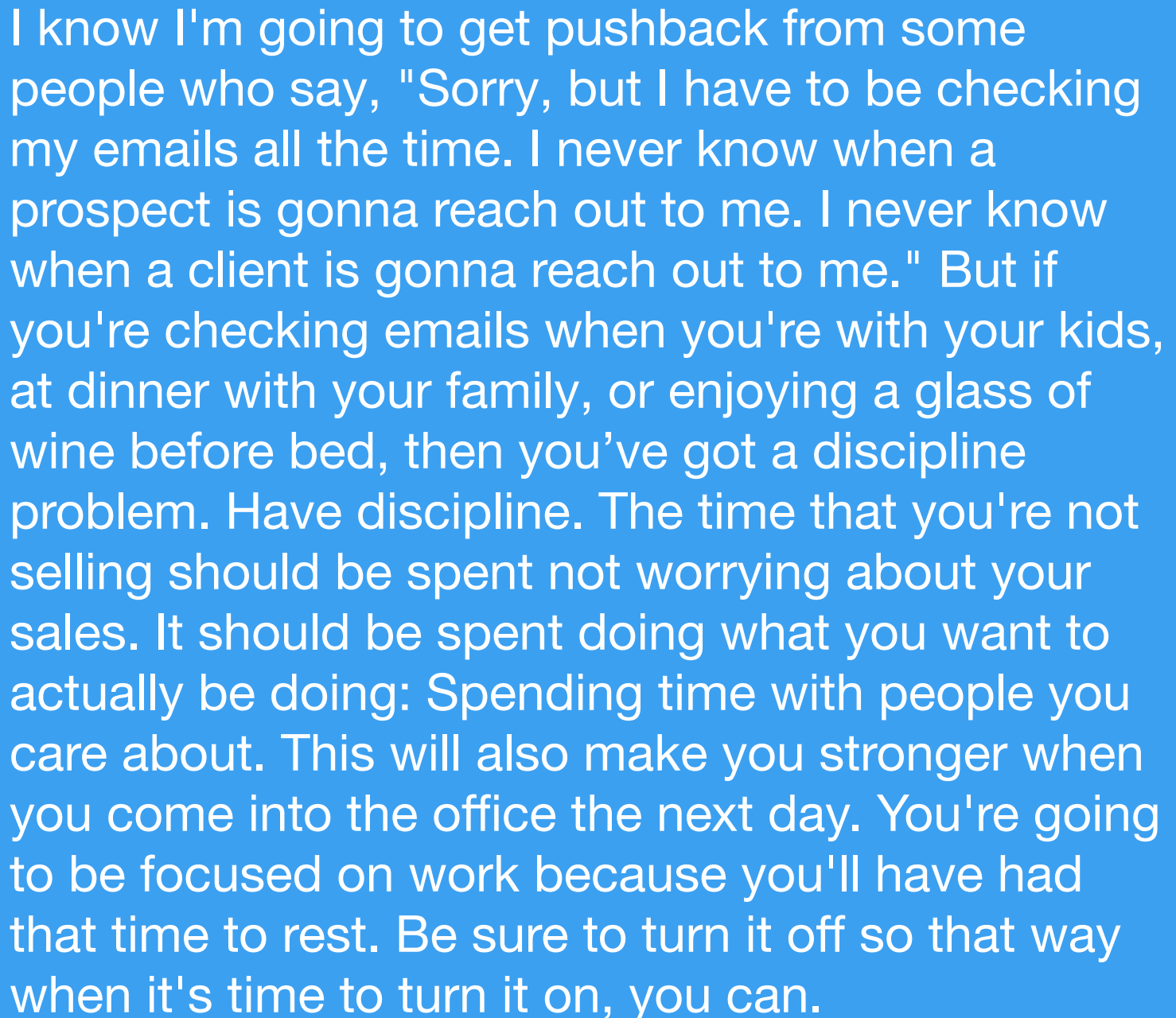


Top-performing salespeople are always systematic. They're always following a very clear process when in front of a prospect. They know what questions they're going to ask, they know exactly what's going to happen when. Be systematic. Find the system that works for you and follow it.

“The top 5–10% of performers use a more organized, repeatable sales process than their peers.”

—Gong.io

BONUS 1: DON'T CHECK EMAIL AT NIGHT

The background of the slide features a repeating pattern of simple, black-outlined envelope icons scattered across a light beige background. The envelopes are drawn in a minimalist, hand-drawn style, with some appearing slightly tilted or overlapping. A large, solid blue rectangular box is positioned in the lower half of the slide, containing white text.

I know I'm going to get pushback from some people who say, "Sorry, but I have to be checking my emails all the time. I never know when a prospect is gonna reach out to me. I never know when a client is gonna reach out to me." But if you're checking emails when you're with your kids, at dinner with your family, or enjoying a glass of wine before bed, then you've got a discipline problem. Have discipline. The time that you're not selling should be spent not worrying about your sales. It should be spent doing what you want to actually be doing: Spending time with people you care about. This will also make you stronger when you come into the office the next day. You're going to be focused on work because you'll have had that time to rest. Be sure to turn it off so that way when it's time to turn it on, you can.

BONUS 2: KNOW WHY YOU DO THIS



Do you ever think about your *why*? What really drives you to be successful in sales? What drives you to pick up that phone? What drives you to show up at the office every day, to put yourself out there, to get into uncomfortable situations? What pushes you to do that? Is it your family? Is it financial success? What is it that really matters to you? Get crystal clear on what that is, because if you're not clear about your *why*, you're never going to do what it takes to be successful. Know why you do this.

NEXT STEPS

So there you have it: 25 (+2!) sales tips—super-quick and easy—to crush your sales goal. I hope you got some value from this and that you're feeling a little more fired up. But this is just the start. Now is the time to take action!

If you haven't yet, it's time to get registered for the Sales Insights Lab. I know these are some bumpy times, but the way we get through moments like these is by getting sharper. Getting better. Sharpening your saw. Your ability to sell more effectively in this environment is the difference between struggling and thriving.

My team and I recently built this powerful Lab. We've incorporated all of the best data on what's actually working in sales, and we've put it in one place, customized to your needs.

[>> Click Here To Check Out the Lab <<](#)

If you want to dominate sales in this environment, you must make changes. You must take action. Like Albert Einstein once said, "Nothing happens until something moves." It's time to make something move.

Here are just a few of the complete courses in the Lab:

- How to Engage New Prospects with Quick Insight
- A Powerful System of Discovery Questions
- Presentations That Close Deals
- Overcoming Objections Like a Pro
- Leveraged Prospecting Calls, the New Cold Call
- Cold Email Strategy

If you feel you're ready to STEP UP and accelerate your sales, then check out the Sales Insights Lab to blow up your sales this year...

To many more sales,



Marc Wayshak
Founder, Sales Insights Lab

P.S. Don't put this off. [Check it out here.](#)

