

Too Comfortable in Your Sales?

by Marci Rinkoff

It's hard to know your habits unless you get out of your comfort zone. Who doesn't like the sweet spot of ease and comfort? Salespeople, not unlike anyone else, tend to stay in their comfort zone. They use the same approach, same communication style, same habits... but are now getting different results. Well, the good news about 2009 is that it's forcing us to take a look at ourselves and see how to operate a little differently.



Exercise: Do Something Different with your Clients TODAY

If you're in sales, there are plenty of opportunities to make some changes, get **uncomfortable** a little bit and get some new results.

Step One: Look at the various ways you make contact with customers. Write them down on a piece of paper. Ex: Voice mail, email, proposals.

Step Two: Do something different. Take one of your communication approaches and do it differently. Ex: Redo your voicemail to sound more personable. If you use a boiler plate proposal template, rewrite it so the cover page states the client's overarching need instead of your company name. Make 10 extra calls today.

Step Three: Stay in Touch. Our quiet customers who require very little maintenance often get ignored. Give them a call, send them a meaningful article or write them a note. They deserve it just as much as anyone else!

Marci Rinkoff is the founder of MBR Coaching & Training, which specializes in helping women in business and in leadership positions achieve clarity, confidence and tools to achieve outstanding business results.