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Vitamins in Good Food and Sales

Digestion of vitamins in good food is different than taking vitamin pills. In good food the vitamins are in a natural context and in a digestible mode. As pills, the vitamins are isolated and have no context except what is taken with them or already in the recipient's stomach. Most medical professionals agree that vitamins received in the course of eating a healthy diet are more useful than the pill versions. It takes more effort to eat right but the payoff is better health.

How is better health like successful selling? Are there sales vitamins? If there are, would they be better digested from a fact-sheet or as part of a campaign, in a natural context? Can "silver bullet" successful sales experiences be passed on? Could we handle a steady diet of success?

Repeatable successful selling depends on experience. Time is the main provider of experience. Another way to gain experience is to hear about it from successful representatives as memories of key events that made the difference: some anecdotal insight that made the campaign unique. Not what we would call a "packaged" approach to sales training.

Reps enjoy hearing about other professionals' success. Not a steady diet but infrequently, like vitamins, as a supplement to the normal progress of their own campaigns. To "feed" this need, sales organizations invest in sales training organizations, specialized sales seminars, sales consultants, internal pr, sales meetings where the agenda is highlighted by sales successes. The frequency of these approaches is insufficient to supply the timeliness of competitive sales success.

What if right after a sale was completed, it could be shared as an example of a win in a special account, a new product, a new market, a new region, collaboration with a new partner, or by its size expanding the limits of previous sales? Wouldn't the reps find the information interesting, timely, useful, and instructive? Might they be able to use the information in some way in their own campaigns? Would that help their chances of winning also? How do we recycle success at a velocity we're all operating at anyway?

Because the selling process is dynamic, normal planning tools will not work.

With more thinking invested in the campaign, good ideas will emerge that shorten the sales cycles, expand revenue, and win sales. The net value will be to make forecasts more accurate because real-world success has been transferred to those professionals that can use it to close business.

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