



Self-Coaching Conversation for a Sales Call

Do not assume anything, you could be wrong.

Questions for you as a salesperson to be asking yourself before a face to face call:

1. How well prepared am I usually for a call?
2. What was the key issue from the last conversation I had with the prospect or client?
3. How would I rate my face to face sales calls skill-set?

Sales: Self coaching conversation.

Before the Call

- Who am I meeting and what is their role?
- What have they done with me before if anything?
- What do you know about their current business?
- What are your key questions you will ask at the meeting?
- What do you expect to get from the meeting?
- Decide who will do what before the meeting; especially what it is you want them to do.

If possible rehearse some aspects of the call that you may have reservations about:

On the Call:-

- Introduction –
- Fact- find structure – Conversation for Opportunity
- Questions skill-set
- Listening and reflecting
- Agreeing needs
- Recommendation of solution
- Asking for the business
- Next Steps.

Feedback to myself after the call:-

- What is my perception of the outcome of the call?
- If I were to make the same call again are there any changes I would make?
- Did I achieve what I wanted from the call?
- Can I share my observations from the call?
- Requests to myself to adjust for next call.