



**5** **SIMPLE**  
Questions  
about your sales team

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# 5 Questions

As an owner or manager, you ask many things OF your sales staff. For your organization to be successful, there are some crucial questions you need to ask ABOUT your sales staff.

And, if you won't ask... **I WILL.**

A benchmark study of business-to-business sales reveals that the caliber of a salesperson is the most important factor in influencing a

customer's decision to buy. So it makes sense to give your sales staff the training, development and motivation to achieve their best.

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Can your sales team  
prospect effectively and  
convert a cold call into a  
face-to-face meeting?

**FACT:** Your sales team needs to be made up of “new business developers” ... not “relationship managers.”

To generate increased sales and build your business, your sales team – seasoned veterans and rookies alike – needs to focus on bringing in new business. While it’s important to maintain existing customer relationships, new business development is the lifeblood of your organization.

***If your sales team doesn’t have:***

- a diversified prospecting plan and a solid pipeline
- a great “elevator speech” and the ability to be memorable on the phone
- the ability to find the prospect’s PAIN
- a solid voice-mail and e-mail strategy
- the ability to get face-to-face meetings with decision makers

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Can your sales team,  
with confidence,  
make a professional  
presentation to 1 or 100?

**FACT:** Studies across a variety of industries confirm that prospects buy the salesperson FIRST.

Before a potential customer can believe in your company or your product or service, they first have to believe in the messenger. Here's the bottom line – customers will find a way to buy from people they like and trust.

***If your sales team doesn't have:***

- the ability to bond and establish immediate rapport
- the ability to speak so that people will listen
- a voice-mail strategy that gets calls returned
- the ability to separate themselves from the competition through creativity and humor
- a firm understanding of tonal, verbal and physiological communications

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Does your sales team  
know how to listen and  
ask questions that lead  
to new business?

**FACT:** Most salespeople simply talk too much ... the good ones ultimately become known by the quality of the questions they ask.

Prospects quickly become frustrated by salespeople who talk but don't listen ... and that frustration gets in the way of establishing trust and a client relationship. Salespeople will never get the order if they're too busy explaining how smart they are.

***If your sales team can't:***

- ask questions that the prospect has never been asked before
- ask questions that get others to think, act and respond
- ask questions that separate you from the competition
- listen actively to really understand
- answer questions with a question

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Does your sales team fully understand the necessity of maintaining a network?

**FACT:** Networking – the art of forging alliances with colleagues, contacts and connections – reduces a salesperson’s dependence on cold calls.

Networking is a proven process that leads to referrals, replaces the weaknesses of the individual with the strengths of the group, reflects a salesperson’s true sales talents, and serves as a formidable prospecting tool.

***If your sales team doesn’t understand:***

- that networking builds sales
- that networking is the best way to create face-to-face meetings
- the correlation between life skills, social skills and sales skills
- the importance of a GREAT 30-second commercial

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Does your sales team understand that the growth of your business is tied to their development and hard work?

**FACT:** Multiple cross-industry studies consistently show a direct correlation between the caliber of the sales force and organizational growth and profitability.

Despite this proven connection, most companies fail to prioritize the training of their sales team. Plus, over half of sales managers say they are too busy to train and develop their sales teams.

***If your sales team doesn't:***

- grasp the importance of growth and perpetual improvement
- have a sense of urgency and a positive attitude
- set priorities and properly manage their time
- believe that it's all about persistence, persistence, persistence

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So,

# how are they doing?

Every sales team, no matter how experienced and skilled, can improve its performance and results. And in today's challenging business landscape, you need to take advantage of every opportunity to gain an edge over the competition.

Your team can learn how to turn cold calls into face-to-face meetings, to present effectively to any size audience, to listen to prospects and ask the right questions, to build a supportive network and to take responsibility for their personal development.

**Why wait? Call PrintGrowPro today at 314.753.2802.**

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