

~ Tips for Sales People ~

Get Back to School and Grade Your Sales Prospects

Watch your profitability soar by taking time to examine all the potential, untapped jewels of opportunity in your territory. Develop a systematic approach to qualify and grade your assets and, in turn, maximize their worth, while dramatically improving your time- and territory-management skills.

Rick Davis, president of Building Leaders, Inc. and author of the book, *Strategic Sales in the Building Industry*, offers these tips to measure the value of current and potential business and dramatically improve your time- and territory-management skills.

Tip #1 – Make Prospecting a Priority – Great sales leaders proactively set time aside to devote to prospecting activities. Schedule prospecting time before all of your other weekly activities --- not merely as a “fill-in” activity.

Tip #2 – Identify the Criteria You Desire in a Perfect Prospect – All businesses are not created equal; failure to establish a method of evaluation in this area may lead to a significant waste of time. Rate your prospects and customers based on time allocation priorities. The clients and prospects with whom you should invest the most time are Grade A; the solid secondary prospects are Grade B; the weakest customers and prospects are Grade C.

Tip #3– Examine Your “Box of Resources” – Using the Yellow Pages, association directories, or other prospecting lists, you can discover hundreds of untapped opportunities. Your company may have long lists of former customers that have purchased nothing over the past 12-month period; these are ideal candidates to contact first! As you make more contacts and learn more about the prospects in your territory, your sales power will increase.

Tip #4– Allocate Your Time Properly – The sales leader wisely trusts his or her rating system and allocates time so that the most profitable prospect can be pursued. The factors that go into evaluating the worth of a customer or prospect are not as nebulous as you might think. It may not be an exact science, but a systematic approach enables you to make better use of your time in the field.

Tip #5– Create Opportunities for Instant Productivity - Take information about customers and prospects with you. Great sales leaders minimize travel times while maximizing time spent in front of customers and prospects, visiting that “one extra” prospect or customer while in a geographic area instead of making long drives that create wasted efforts. A ready-made list of prospects—with phone numbers, addresses, and important notes—will assist you in this quest.

Based in Chicago since 1998, Building Leaders, Inc. has distinguished itself as the premier sales and sales management education specialists in the building materials industry. For more information, visit www.buildingleaders.com or call 773-769-4409.

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