



The CONNECTION™

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Know Your Objective for Every Sales Call

Greg Norman, the golfer, says, "Setting goals for your game is an art. The trick is in setting them at the right level, neither too low nor too high." That's important in the game of selling, too.

Before you walk into a client's office or pick up your telephone to call a client, know your goal, or objective, for that sales call. What are you trying to accomplish today that will move that relationship or that opportunity forward? Make sure your objective is a SMART objective:

- Specific - It includes details.
- Measurable - It's quantifiable, so you can measure how it progresses.
- Attainable - It's not pie in the sky.
- Realistic - It makes sense for your business objectives.
- Time-bound - It's got a time-table you'll track.

Without an objective it's like driving on a vacation without a map. During the course of your sales call, you may have to modify your objective but at least you have a plan, one that's set at the right level to move your relationship or your opportunity forward.

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