



The CONNECTION™

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Calling in Help

As sales move from selling commodities to solutions, the deals become more and more complicated. Sales professionals often can't know all the details or answer every customer question. Here are some guidelines for calling in help:

- Try to arrange peer-to-peer calls. If they're bringing the VP of IT to the meeting, don't bring in the intern to answer questions.
- Do your best to brief the subject matter expert thoroughly, and have them on the call from beginning to end, so that they don't repeat or contradict information you've already given.
- Make sure that your support team understands where you are in the sales process, so they don't make assumptions that can backfire.

You have a team behind you-use them. Just use them wisely.

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