

Sales Statement Series #2

Sales Structure Verses Sales Waffle

Whenever there is a lack of sales structure, sales waffle takes over resulting in clients switching off. The sales process will also become longer compounding the problem and risk the relationship.

Sales waffle can be avoided by setting sales call objectives and when in front of the client focus on actively listen. When you do this your conscious mind will focus on what needs to be achieved and will automatically cut out the waffle.

If you don't believe this have you ever tried to focus on watching TV and at the same time respond to a conversation in a meaningful manner?