



RESPOND → PLAN → RETURN STRONGER

Sales Strategies to Soar Through the 2021 Holiday Season

PRESENTED BY
Mark Kirstein, Linc Miller



RETURN STRONGER 

May We Live in Interesting Times....

Holidays & Family

Pandemic
Geo Politics

Closing 2021
"Meet Budget"
"Close Strong"

Opening 2022
"Start Strong"
"Start Fresh"



Soaring to Close 2021, Preparing for 2022

Accelerate Open Deals

Find Out WHY Your Prospect Wants, Not Just What

Focus on Real Opportunities

YES, NO, Firm Future Commitment

Control the Sale AND Your Time

What Will Happen, When; They EARN Your Time

Today's Behavior Drives Tomorrow's Results

Define Your "Prospecting Cookbook". The Success Plan

Balance Behavior, Attitude and Technique

All Three are REQUIRED for Success.



The Foundations

Ask Better Questions

Find out WHY your prospect wants to buy

Think about Them, not Us

Don't Call Anyone's Baby Ugly

Don't Be A Sales Person



Find Out WHY Your Prospect Wants, Not Just What

- Everybody finds out what: Features & Benefits, Priorities
- Accelerating the Sale and Optimizing the Price relies on WHY.
Why is Emotional

Find Out WHY Your Prospect Wants, Not Just What



Control the Sale and Your Time: Disqualify

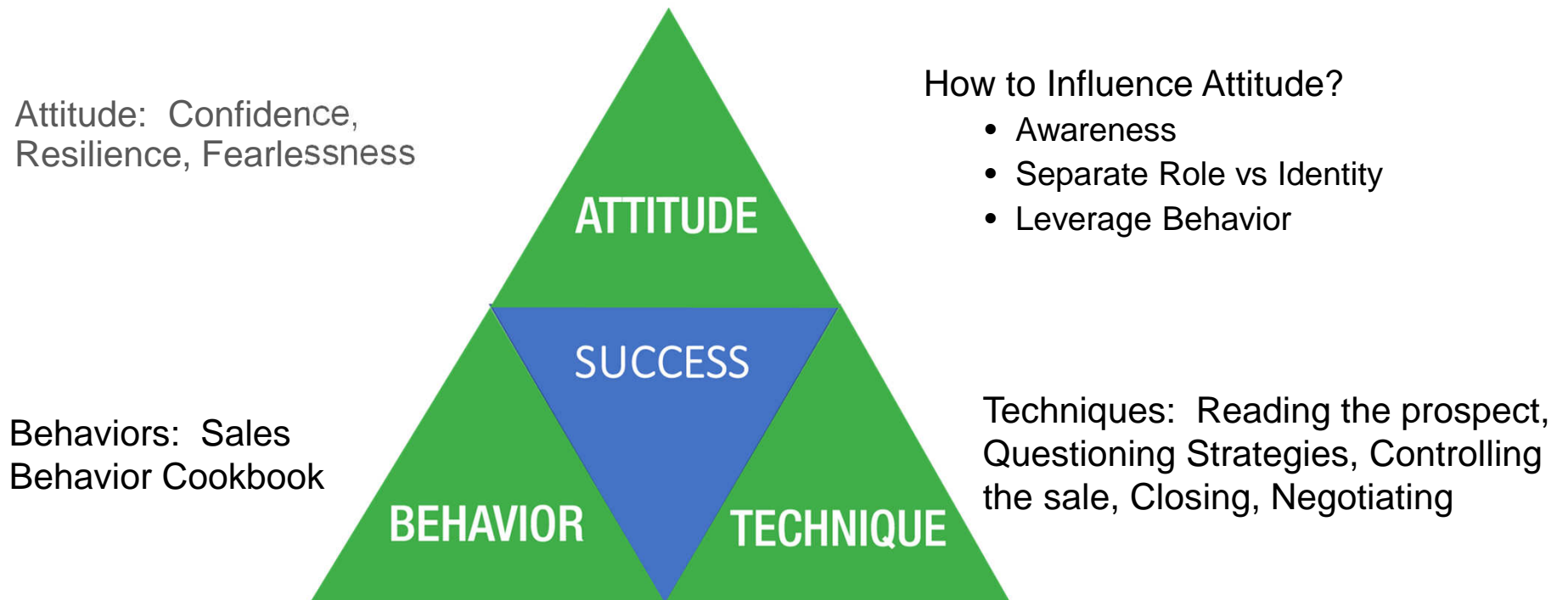
- Set the Time, Agenda, and Outcome- Get buy-in.
- Qualify/Disqualify
 - Why Would They Buy
 - Are they Willing and Able to Invest
 - Can/Will They Make a Decision
- NO is OK



Define Your “Prospecting Cookbook”. The Success Plan



Success Requires Balance



And..... Action



- Close Your Current Pipeline: Get a Yes/No



- Plan your Behaviors: Q4 Behaviors = 2022 Results



- Ask for Help: 480-678-7778 Mark.Kirstein@Sandler.com

