



TIP OF THE WEEK

November 20, 2007

Selling is a numbers game. Sometimes, a sales force will respond well to a system that helps them do what needs to be done to achieve their targets. I like the one described by Jeffery Fox in his book "How to be a Rainmaker".

Here's a variation we use with many of our clients. We require each person in the organization who's involved in selling to accumulate a set number of points a week, say 20 points. Points are accumulated only for activity on new customers. You get one point for every new client or customer that you identify. You get two points for contacting that customer the first time, either by letter or phone. You get three points when you meet the decision maker face-to-face for the first time and you get four points for getting the first order from that customer. The more points you get, the more contact you're making with potentially new business. Publish the results in your sales meetings – a little competition can do wonders for ratcheting up everyone's score. If new accounts are the lifeblood of your business, this tip should give you a healthy transfusion.

Good luck. Work **ON** your business. Stay in touch.

51 HOLLAND
AVENUE
WESTFIELD
MASS
01085-3730

The Markens Group

Ben Markens