



## Developing the Next Leaders

TIME TO DO THE THINGS YOU LOVE

### 01 Email

Most email experts suggest sending emails with subject lines of 60 characters or less...not surprising, since most email service providers don't show subject lines longer than 60 characters.

\*On average, subject lines with 42 characters or fewer, are opened most often

### 02 Follow Through

95+% of sales are closed after the 5th follow through, yet most sales folks stop after just their 1st follow up.

### 03 Getting Appointments

Setting up appointments was the top prospecting challenge faced by sales folks in 2019.

### 04 Training

Train your people, 61% of execs admit their sales managers aren't properly trained in pipeline management techniques. (Harvard Business Review)

### 05 Closing

63% of all sales interactions end with the sales pro not asking for the sale. (Zig Ziglar)

### 06 Shortening the Sales Process

65% of prospects want to know "how the product works" on the first call.

This seemingly innocent question, may be one of the biggest challenges we face as a salesperson.

When we're talking about "how it works," rather than the "problems it/we solve," we're setting ourselves up for a longer than necessary sales process.

### 07 Questions

The first step in becoming a better questioner is simply to ask more questions. Of course, the sheer number of questions is not the only factor that influences the quality of a conversation: The type, tone, sequence, and framing also matter.

### 08 Habits

Every HABIT has 3 component parts.

1. The cue, which is the trigger for the behavior to start unfolding.
2. The behavior, the automatic doing what you do when you complete the habit.
3. The reward, is how our neurology learns to encode this pattern for the future.

### 09 Listening

What do buyers want from sales the sales folks they work with (are considering working with)? 69% say, "Listen to my needs." (Hubspot)

