

Special Edition

A Successful Sales Program

The trucking industry has been bombarded by Shippers in reference to reducing rates:

- Shippers are demanding rate reductions, and;
- Regardless of how many years you've had a relationship with that Shipper; you either assist them through this difficult time or lose the business.

As I've stated on many occasions, this is the worst financial market I've experienced in my many years in the transportation industry, but as hard as trucking companies are focusing on developing new prospects, the old prospects are the ones you're not paying attention to; your present customers.

It's been stated that the sale starts when a customer says no. If you can turn no into a yes, you make the sale; A simple statement yet hard to do. Albert Einstein once said that "there are two ways to live your life; one as though nothing is a miracle and the other as though everything is a miracle".

When I was developing sales and marketing programs for trucking companies, I would start off by saying all things are possible if you believe. A good salesmen needs to be;

- Consistent.
- Persistent, and;
- He has to have a strong belief in himself and the product or service that he's selling.

How many times have you heard the saying "that person is a natural salesman?" That's not a factual statement. Salesmen aren't born--- they're created. Salesmen that aren't successful are people afraid of success!

- They want to have success, but;
- In some cases, they're afraid of achieving the success.

A successful salesman;

- Writes down his goals and objectives on a daily basis.
- Starts with small goals.
- Establishes higher goals and aspirations, and;
- Re-visits their goals and objectives daily.

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Ahern & Associates, Ltd.

Accredited Member
National Bureau of Certified
Consultants Inc.

April 13, 2009

The first thing about being a successful salesman is---you need to be prepared. Your motivation and preparation are the basics for your success. You must be eager, ready and create opportunities! **A successful salesman:**

- Builds upon relationships.
- Understands the prospect or customers needs.
- He tries to sell his product or service to satisfy those needs.

Many aren't prepared, particularly in the trucking industry. Every day I hear;

- "We have nothing to sell but rates", and;
- "If we don't offer this customer this rate, we're not going to get the business", yet they don't master the knowledge of their company products or services they sell.

Many times, a sales person will make derogatory comments about his/her competition. I've learned, through experience, if you have nothing nice to say; say nothing. I've also learned that in order to be a successful salesman, you must be able to be an effective listener. **Don't talk to hear yourself talk; talk to probe so that you can find out what your customer or perspective customer is really trying to accomplish.** Too many times, we believe it's simply price. **Price is important in our industry, but it is not the sole reason that a customer buys from you.**

When you ask a question, you need to keep your mouth shut and listen to the answer. Over the next several articles, I will be offering suggestions on how to improve your sales force. **Enclosed is a questionnaire that I would encourage you to have each of your salesmen complete.** Review their responses, and I'm sure you're going to find them somewhat surprising.

Over the next several weeks, I will discuss;

- Why some sales people are successful.
- Why others fail.
- I'll be discussing issues on self discipline.
- Goals and objectives, and;
- How to handle rejection.

One of the most important things a salesman must understand is that he has to fail many times to become successful, but each of those failures should be reviewed as an opportunity to learn from those failures.

QUOTE OF THE WEEK: **"Remember; nobody wins unless everybody wins."**

Knowing your Territory

1) **List the five (5) largest competitors in your territory.**

- 1)
- 2)
- 3)
- 4)
- 5)

2) **List the five (5) largest customers in your territory.**

- 1)
- 2)
- 3)
- 4)
- 5)

3) **List your five (5) largest prospects in your territory.**

- 1)
- 2)
- 3)
- 4)
- 5)

4) **Where did your last order come from? What was the amount?**

5) **Where is your next order coming from? What is the amount:**

6) **List your appointments for Monday, Tuesday, Wednesday, Thursday, Friday.**

- 1)
- 2)
- 3)
- 4)
- 5)

7) **What new business do you expect to close this month?**

- 8) **How many prospects are in your territory?**
- 9) **List the three (3) most important things you plan to accomplish this month.**
- 1)
 - 2)
 - 3)
- 10) **List the three (3) most important things you have accomplished last month.**
- 1)
 - 2)
 - 3)
- 11) **What is your plan and timetable to improve your territory knowledge?**