

### **Twenty reasons why sales is like being on the pull....**

1. Good presentation is essential.
2. You're more likely to be successful if you're a good listener.
3. Confidence is everything.
4. It's a numbers game.
5. One off's are great but good lasting relationships are better.
6. You need to be sure that your target market is in your league.
7. You're more likely to make a good impression if you know what you're doing.
8. Experience is priceless.
9. Slowly, slowly catchy monkey.
10. If you just ask outright you'll be considered a weirdo.
11. You're always compared to the competition.
12. You need to be able to deliver on all your claims.
13. You're not their only option.
14. Sometimes you do all the hard work and still don't get anywhere.
15. Sometimes they just fall into your lap.
16. Someone not interested now might be interested in six months time.
17. If they've been let down you can swoop in.
18. Your reputation will precede you.
19. They can tell when you're desperate.
20. You miss 100% of the shots you don't take! (That one goes for football too!).

### **And five reasons why it isn't....**

1. Testimonials from people who have experienced your services previously are not a good thing!
2. Never make a 'special offer'!
3. Brochures are also a 'no no'!
4. Never get John from accounts to handle that for you!
5. Do not ask for referrals!

For help with sales (and definitely not pulling) visit <http://www.salesoperationsuk.com>.